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PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI. NEW YORK, SEPTEMBER 19, 1894. No. 12.

NET CIRCULATION

Ordinary circulation statements
are gross and of no practical
value to the advertiser.

THE ST. LOUIS REPUBLIC

makes a net statement, deducting all copies spoiled in printing, left over and returned unsold.

THE REPUBLIC'S statement, published at the head of its editorial page every day in the year in the daily and every week in the weekly, is an exhibit, accompanied by affidavit of net circulation reaching actual readers.

THE REPUBLIC is the only newspaper in St. Louis which dares to print either a detailed circulation statement for any long period or net figures. Every book, paper and memorandum in the office of THE REPUBLIC bearing upon the question of circulation will be submitted for inspection to any representative of any advertiser at any time.

THE REPUBLIC'S daily average circulation for the first six months of 1894 was 53,602.

The average circulation of the WEEKLY REPUBLIC each issue for the first six months of 1894 was 129,582.

Rates quickly furnished by

THE REPUBLIC, St. Louis, Mo.

Or at New York Office: 146 Times Building.



The Drought in the West

makes that section poor for the next year or two. Money will be as difficult to raise as this year's crops.

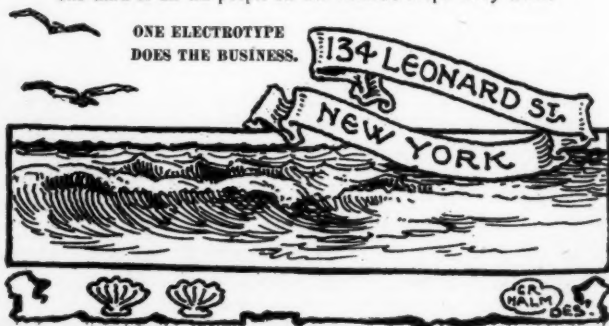
It will be a mighty poor part of the country for advertisers to place their money till it is known how next year's crops pan out.

The corn and cotton crops of the South, however, far exceed any previous record. They were spared the terrible drought which annihilated Western products. Millions of dollars will pour into the Southern States in exchange for their large crops.

Prosperity will be with the Southern, Middle and New England States.

The **1400** local papers of the **Atlantic Coast Lists** reach one-third of all the people on the Atlantic Slope every week.

ONE ELECTROTYPE
DOES THE BUSINESS.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29 1893.

Vol. XI.

NEW YORK, SEPTEMBER 19, 1894.

No. 12.

CITY SALES OF NEW YORK DAILIES—IN PART.

By John Z. Rogers.

The question of circulation is a problem that is as confusing as it is interesting—oftentimes as uncertain to the advertiser as it is important.

The circulations of the daily papers of New York City are more important than those of any other city. They have a larger combined circulation; they reach more buyers, and are published in a city where advertising and advertising ideas are more advanced than anywhere else. Yet right here in the metropolis the circulation claims are decidedly unique and conflicting.

The *World* claims the largest circulation of any paper published in the U. S.; the *News* boldly makes a statement that is practically identical, and the *Herald* publishes this novel statement on its editorial page: "This paper has the largest circulation in the United States;" "and there are others." Naturally, no one can doubt that the larger part of the *Herald's* circulation is in this country. Even the smallest country weekly could truthfully echo this unique circulation statement, provided it was published in the United States.

But I am not a censor of circulation claims and do not propose to discuss the subject.

On the contrary, the purpose of this article is to present a bit of information regarding circulation that is expected to interest the reader, especially if he be an advertiser.

The figures printed below were copied from the report handed to the publisher of a certain daily paper by his superintendent of circulation.

The report in regard to its detail and method is similar to all circulation reports. It is *bona fide* and when it was handed in no one knew it was destined to form the basis of a PRINTERS' INK article, as I stumbled across it some time later. For the possible

benefit of the cynical reader I will say that the report did not come from the office of the *World*, *Herald*, nor *Sun*—nor from the *Journal*. Neither is this article written for friendship, nor for dollars—as far as any daily paper is concerned.

The news-stands from which the figures that went to make up the following report were obtained, are scattered about the east and west sides of New York City from the Battery to the Harlem River. The circulation men visited 904 stands and obtained reports from 675, the owners of the other 229 stands declining to give any information regarding their sales.

Here is the aggregate number of morning papers sold at the 675 stands, classified in order of sale:

World.....	32,079
Herald.....	21,996
Journal.....	20,356
Press.....	17,708
Sun.....	17,708
Advertiser.....	13,473
Recorder.....	12,569
Mercury.....	6,997
Tribune.....	3,667
Times.....	3,603

The result of the sales of the afternoon papers was as follows:

World.....	20,824
Sun.....	8,886
News.....	8,263
Post.....	3,610
Mail and Express.....	3,282
Telegram.....	3,282
Commercial Advertiser.....	3,179

Following is the way the Sunday papers sold:

World.....	45,277
Herald.....	31,377
Sun.....	21,006
Recorder.....	17,537
Journal.....	15,706
Advertiser.....	11,253
Press.....	7,423
Mercury.....	5,450
Tribune.....	4,682
Times.....	4,667

The circulation report from which the preceding figures were taken was handed in September 4th, at the conclusion of the canvass and is therefore "up-to-date."

THE AMERICAN NEWSPAPER DIRECTORY.

Opinions of Presidents of Editorial Associations and Other Newspaper Men.

The publishers of the American Newspaper Directory recently wrote to the presidents and over four hundred other executive officers of the ninety-one Newspaper and Editorial Associations of the United States, explaining to each the plan adopted for the publication of the American Newspaper Directory, and asking from each an expression of opinion as to whether it is desirable that a newspaper directory should be published at all, and if published what changes in the plan now in use would be recommended. This is the letter sent:

NEW YORK, August 13, 1894.

DEAR SIR—We address you with a view to asking your aid in a matter of interest to newspaper publishers generally, as well as to ourselves and, we hope, to you, personally.

For twenty-seven years we have published the American Newspaper Directory, and during all that time it has been our conscientious endeavor to make just as good a book as was possible with the means at our command.

Inclosed you will find a printed copy of the rules and usages which prevailed during the last annual revision.

The twenty-eighth annual revision is to be shortly undertaken, and we respectfully appeal to you, asking that you will devote so much time as will enable you to comprehend the plan and to make suggestions wherein you believe it may be improved.

You will, we suppose, agree with our conclusion that the most important part of the information conveyed by the Directory is that which deals with newspaper circulations. It is, of course understood on all sides that circulation is not, by any means, the only element of value that an advertiser will consider, but it is, nevertheless, the most important single element, and the only one, that is capable of exact measurement and statement.

You doubtless recognize the need, on the part of the editor of the Directory, for being particular to see to it that statements upon which circulation ratings are to be based shall be made on a uniform plan, and cover the same period; also, that the period shall be sufficiently long as not to admit of an undue inflation or depression, on account of extra editions or the occasional pruning to which every newspaper list is from time to time subjected.

The period that has been fixed upon is one year.

We also inclose, for your inspection, the form adopted for a circulation report intended to be used for the twenty-eighth annual revision of the Directory.

Inasmuch as the application will not be sent out before December, there is ample time for revision, should changes be recommended that appear calculated to produce a better result.

If you do not at present occupy the official position mentioned in the address of this letter we shall be glad to have you forward it to your

successor, with a request that he favor us with a communication on the subject. And we desire to say that in that case an expression of your own views will not be any less valued by us.

Please bear in mind also that, in the absence of instructions to the contrary, we shall feel at liberty to make such use of the views you express as may seem advisable in our weekly newspaper, *PRINTERS' INK*, which, as you know, reaches the hands and has the attention of nearly all that portion of the American public interested in the subject of newspaper advertising.

In this connection, also, we desire to ask your attention to the plan inaugurated last year of permitting publishers to insert any personal statement they desire in the form of an advertisement, and (in order that the cost shall be uniform to all) that the price of such advertisement, in all cases, is to be paid in cash.

You are doubtless aware that a Newspaper Directory cannot be published at a profit without advertising patronage, any more than a newspaper can. This brings plainly before you the point: Is the publication of a good Newspaper Directory desirable? If desirable, is it in the line of encouraging newspaper interests to favor such publications with an advertising order or is a rule to uniformly refrain from such a practice one that is to be commended?

Your views on this point will be specially valued.

Trusting that you will take so much time as may be necessary to favor us with your views quite fully, and thanking you in advance,

We are,

Your obedient servants,
GEO. P. ROWELL & Co.,

Pubs. of American Newspaper Directory.

The answers received were uniformly to the effect that there is need of a Directory; and the only suggestions wherein the plan adopted by Messrs. Geo. P. Rowell & Co. can be improved, had a bearing upon the question of publishing circulation ratings. Most publishers admit that advertisers ought to know what the circulation is; but, as a rule, the individual publisher is not willing to furnish a statement concerning his own.

The following extracts from letters and editorials pretty fairly represent the views held by the managers of existing organized associations of newspaper men.

From the President of the South Carolina State Press Association.

I admit that there is some value to be put upon "circulation," but I contend that the circumstances, the quality of the paper (the ability with which it is printed), the fact as to whether the edition is practically a gratuitous circulation or a paid circulation, should have great weight in estimating its value as an advertising medium. For instance, I believe there is scarcely a new paper in this State that does have or claim a larger circulation than the old paper. As a rule, the new papers are notably inferior to the old papers, their price is less, and the presumption is, that they are sent out in a large measure to main-

tain what I might term a "fictitious" circulation, yet truly, the circulation.

Again, a newspaper which has a bona fide circulation, is well printed, goes into the best houses, is surely worth more as an advertising medium than one which is poorly printed, and where "circulation" is rather enforced than otherwise, and enforced chiefly because of the advantage which mere numbers are supposed to give.

I think you attach too much importance to the mere issuance of numbers (of copies) instead of grade of newspapers. While all the newspapers are good, yet one star differs from another star in glory, so does one newspaper differ from another.

Why not ask sample copies from all the offices, and then appoint an expert to grade them, viz.: 1st class, 2d class, 3d class and so on. A newspaper which an expert would denominate as first class, would be a better advertising medium than a sixth-class paper of the same circulation, printed on leaded long primer and pot black ink. A first-class paper, well printed on good paper, with a reasonable amount of original matter, editorials, locals and correspondence, is certainly a better advertising medium than one which is made up almost wholly of extracts taken from other newspapers.

Another matter. If advertisements are set up attractively, they are worth more than if they are poorly set up.

There ought to be no trouble for you to work at the census report, find out the number of white inhabitants—I am speaking for the South—or white voters. Your experience ought to teach you how many or what per cent of the voters are likely to take such a paper as may be presented to you.

Take Abbeville County, for instance, where I live; we have some 3,000 voters—white. I print 1,200 or 1,300 copies, mostly on a credit. My competitor prints a few less—say 1,000, and I do not believe it possible for either of us to get more, and if there was not such an everlasting talk of circulation, I believe both papers would be reduced twenty-five per cent. I don't think it possible for any paper (or all combined) to have more than half the number of subscribers that there are voters.

The circulation of country newspapers, excepting, say, from 100 to 200, must be confined to the county where printed, unless the additional copies are sent more to maintain a big circulation than for actual profit.

Your motto should be "Quality," and not "Quantity"—in so far as the country printer is concerned. Respectfully,

HUGH WILSON.

Abbeville, S. C., Aug. 15, 1894.

From the Treasurer of the Kansas Editorial Association.

I have examined with some care the rules and usages for the revision of the Newspaper Directory, and am free to say that you have so nearly perfected the plan as to leave little to suggest. The principal value of a newspaper directory grows out of the information it contains, and the accuracy and perspicuity with which that information is presented. Your rules seem admirably adapted to exclude errors, and to present in a concise and easily understood form the information which the advertiser needs in selecting his medium for reaching the public. It is easy to see why

your Directory is held in such high esteem by both advertisers and publishers.

As to your plan of allowing each publisher to insert a personal statement in the form of an advertisement, and to charge cash for such advertisement, I can only commend that, too. As to whether any given publisher should avail himself of this opportunity to advertise, is a matter to be determined solely by the probability of securing results. The most proficient publishers of newspapers have long ago found it of little value to appeal to any other than the selfish interests of advertisers for their patronage. The best advertisers consider well the probability of results before placing their business in an untried paper, and they find means of determining approximately what returns they are getting for their money, and, of course, continue only in such mediums as give fair returns. So, also, the newspaper publisher who is out for business undoubtedly finds it to his advantage to advertise in certain of the many directories published, and he is not slow in learning which give him returns, and is pretty certain to continue his patronage where it pays.

Yours very truly, E. B. COWGILL,
Vice-President Kas. Farm Co.,
Treasurer Kas. Editorial Association.
Topeka, Kas., Aug. 15, 1894.

From the Secretary of the Texas Press Association.

I do not think your system of revising Directory could be improved upon. A Newspaper Directory is certainly desirable, though if it could be maintained on a subscription basis, without the advertising, it would be more compact and better for reference.

Our experience is, little direct benefit is obtained from an ad, though as the book could hardly be published without it, it may be regarded a "necessary evil."

FRED B. ROBINSON.
Huntsville, Texas, Aug. 24, 1894.

From the Corresponding Secretary of the Republican Editorial Association of Massachusetts.

There is no doubt that a "good newspaper Directory" is very desirable. The interest of the "general" advertiser and of his patrons demands it.

It is "in the line of encouraging newspaper interests" for them to favor such publication with an advertising order, provided the publisher of the paper sees that he can sell space to the general advertiser without injuring his local advertising. The latter can and should pay a higher rate than the former can afford.

After an experience of some twenty years with the "country weekly and daily," I am still in doubt if the publisher thereof would not make more money by absolutely refusing all dealings for such business and spend his whole time and strength on getting more business for the space he would use for this purpose from his local customers. The great trouble is that he won't do it as a rule, and the price he receives from the general advertiser is so much clear gain.

The publisher could not afford to run his paper on the price he gets from the general advertiser, and the latter might not be able to advertise at all if he was charged more. But then comes the local man, and says he should have the same price per inch, with as good position, as the general advertiser.

For papers whose circulation is, practically, of a general nature, whose "field is the world," so to speak, the insertion of their own ad in a Newspaper Directory would be desirable from a business standpoint.

Yours truly,
A. M. BRIDGMAN.
Brockton, Mass., Aug. 25, 1894.

From the Corresponding Secretary of the Georgia Press Association.

I have thoroughly examined the methods used by you in issuing the American Newspaper Directory and do not see where any changes could be made for the better. Your plans do justice to all publishers, and if they fail to receive proper rating for their periodicals, it is their own fault, not yours. It must be less trouble to publishers to give only a detailed account of three months' rating, but it would not be justice to advertisers. Hence, I consider the yearly ratings the only fair and just ones.

E. S. STEADMAN.
Lithonia, Ga., Sept. 1, 1894.

From the Secretary of the Tennessee Press Association.

I have carefully examined the plan, being already familiar with your Directory, and studied the accompanying documents. I can see very much to commend and do not see anything that I would especially or radically change. Of course every business man has ideas of his own as to how to do such things, but I am not sufficiently certain that mine are better, to make the suggestions. From my business as writer of "paid reading matter" and the placing of such articles, I have learned the full value of an accurate Directory. I have learned that a paper with a guaranteed circulation of 2,000 is worth more to me and brings me more money than an "estimated" one of twice that. And I have especially found the value of your Directory in my position as Secretary of the Tennessee Press Association. An honest Directory is of equal value to the advertiser and to the publisher of a paper, if he wishes to deal honestly with the advertising public. Yours courteously,

PITKIN C. WRIGHT.
Memphis, Tenn., Aug. 30, 1894.

From the Auditor of the New England Suburban Press Association.

Your tabulation of ratings is one which works a gross injustice to publishers, both of dailies and weeklies, in large towns and small cities. Your experience should have convinced you that ninety-nine out of one hundred newspapers in such towns or cities run their circulations between 800 and 4,000, or between your J and G. You have but one grade between, which is H, more than 2,250 copies. It is clear to me that in justice to a vast majority of publishers there should be a grade between J and H, say of a rating of 1,500, and one between H and G, say of 3,000 copies.

A. STARBUCK.
Waltham, Mass., Aug. 15, 1894.

Mr. Starbuck's point is one often urged. It is a curious fact, however, that it has no application. No publisher need suffer in the manner pointed out. If his issue is much more than 800 copies he will make a detailed statement, and then his actual edi-

tion is stated in figures—plain and exact, be they 900, 1,000, or what not. One thousand and five thousand are points that the publishers of the Directory have been compelled to surround with something like a barbed-wire fence to keep them from becoming too crowded. For years they had a rating (I), but its discontinuance has worked advantageously.—Ed.

From the Ex-President of the Kentucky Press Association.

You were kind enough to ask for an expression of my views on your methods of compilation of statistical information for the American Newspaper Directory, and I take pleasure in saying I do not see how they could be improved upon. It has seemed to me for years that you were on the right track.

While there are, doubtless, errors in your annual, it is compiled upon legitimate business principles and does not offer a premium to irresponsible publishers and circulation liars. I show my appreciation of your efforts by filing a detailed annual statement of all issues of the *Leader*, and I hope to see the day when every publisher will do the same.

Yours truly,
SAM J. ROBERTS,
Editor *The Leader*.
Lexington, Ky., Aug. 29, 1894.

From the Corresponding Secretary of the Missouri Press Association.

I have read a copy of your rules and usages which prevailed during your revision and find no place that I can suggest any improvement. It is of the utmost importance that there should be a Newspaper Directory and just such a Newspaper Directory as your prospectus sets forth. The value of advertising, to a large extent, should be based on the circulation of the paper. In fact, I am one of those who hope to see the time when advertising space will be charged for "so much per inch per thousand."

Of course a newspaper directory is not responsible for what the publisher says in the advertisement of his publication, but the management of the directory always publish facts about the publication as near as they can. My idea of the Newspaper Directory is one that gives all of the facts about the newspapers just as you desire to do. Unless the publisher of a newspaper will furnish you with correct information, I don't see how you can possibly give the correct rating. You cannot leave out those who would not give you the rating, because your publication would then be incomplete. I think year by year your Directory is getting more valuable and more correct, and feel sure that its management is leaving nothing undone to make it just what it professes to be.

Yours truly,
R. M. WHITE.
Mexico, Mo., Aug. 27, 1894.

From the Ex-President of the Minnesota Press Association.

Your attempt to give your patrons the very best Directory is a matter of pleasure to your friends, and I only wish to say that in my opinion it is impossible to improve the system which you have adopted with so much success. I agree with you that the matter of circulation is of utmost importance and if pub-

lishers were all as conscientious in the matter of giving correct circulations as you are zealous in attempting to secure them, advertisers would have no cause to complain and a perfect Directory would result. The great majority of newspaper men are honest, and if placed upon their honor as men, ought to give correct returns and I have no doubt do, but if only such were published as contained an affidavit, I believe there would be a truer rating. This, however, cannot be controlled by you, and I believe you have done everything which can be done to compile a perfect Directory. With regard to the matter of advertising, I would say that every publisher should encourage a book such as you make, with an advertisement of some proportion, provided, of course, that it will be of some benefit.

JOHN A. JOHNSON,
St. Peter, Minn., Aug. 15, 1894.

From the President of the Wisconsin Press Association.

I have taken the time to read your rules and usages adopted in the preparation of the American Newspaper Directory, and especially those relating to the subject of circulation, and am satisfied the ground is fully covered. If the work is faithfully carried out along the lines indicated, I cannot understand how an injustice could be done. The American Newspaper Directory serves an excellent purpose and has been to many newspapers of great service. I am not prepared to believe that all newspapers receive benefit from advertising therein. Those of large circulation in their respective fields, especially the daily metropolitan publications, undoubtedly do.

The form adopted for the circulation report meets every reasonable requirement, and no honest publisher, who desires that his paper should be rated in the Directory, can take exceptions to it. Very truly yours,

H. M. YOUMANS.
Waukesha, Wis., Aug. 16, 1894.

From the Treasurer of the Missouri Press Association.

I do not see how you can improve your method of getting at circulation. I think the ratings might be divided, with profit to honest publishers, and possibly to advertisers, into more classes. I would retain classes A, B, C, D and E; from that class down I would divide into sections according to the 1,000 of circulation; i. e., class F, 10,000 or more; class G, 9,000 or more; class H, 8,000 or more; class I, 7,000 or more; class J, 6,000 or more; class K, 5,000 or more, and so on down. The time upon which to base the statement (one year) is none too long, and any publisher who conducts business systematically will not object. I think the publication of a reliable newspaper directory exceedingly desirable.

WM. L. THOMAS.
St. Louis, Mo., August 16, 1894.

From the Vice-President of the Inland Daily Press Association.

It matters but little to the advertiser whether the circulation of an inland daily is 1,300 or 1,500, or whether a country weekly has 2,500 or 3,000. What he does want to know is the best medium in the locality he wants to cover. The *Daily Gazette* for the past year

has run from 60 to 75 quires each issue, and the weekly from 180 to 200 quires every week during the past six months, and yet under your present system of rating, the daily would class with the publisher of 800 and the weekly below its merit.

Very respectfully,
H. F. BLISS.

Janesville, Wis., August 15, 1894.

Mr. Bliss will note that by availing himself of the opportunity to send in a detailed statement of actual issues for a full year he will have his circulation stated in plain figures and get into the class where he belongs.—ED.

From the Recording Secretary of the Georgia Weekly Press Association.

I have carefully read your plan of getting and rating newspaper circulations and I have no changes to suggest. It is a lamentable fact, however, that even with such a thorough plan you are so often imposed upon.

I wish some plan could be reached by which the exact circulation of all papers could be obtained. It would at least be dealing honestly with advertisers.

W. A. SHACKELFORD.
Lexington, Ga., Aug. 16, 1894.

From the President of the Illinois Press Association.

The plan upon which the American Newspaper Directory is compiled seems to be well adapted to secure the information to which every advertiser is entitled—a knowledge of what he is buying in the circulation of a newspaper.

Is the publication of a Directory desirable? From the advertiser's standpoint, yes. As a matter of some interest I consult its pages, but would feel no sense of special loss without one. GEO. W. CYRUS.
Camp Point, Ill., Aug. 15, 1894.

From the Secretary and Treasurer of the Connecticut Editorial Association.

I do not see how you can do better.
W. C. SHARPE.
Seymour, Conn., Aug. 17, 1894.

From the President of the Southwest Missouri Press Association.

It is almost one of the impossibilities to get a correct circulation of a majority of country papers. A sworn statement is the only absolute correct one, and a publisher who will not make a sworn statement will not list his circulation correctly.

A sworn statement for one year will give you a correct circulation.
Yours very truly, R. G. WEISELL.
Neosho, Mo., Aug. 16, 1894.

An editorial from the Doylestown, Pa., Intelligencer of August 11, 1894.

From the standpoint of the general advertiser, the publication of a good newspaper directory is not only desirable but absolutely essential. With-

out such compendium the general advertisers would be lost. They would have no knowledge, save from special agents and individual canvassers, of the existence of the bulk of newspapers. The thousand and one useful facts and statistics gathered and comprehensively presented in the best newspaper directories are of incalculable service and daily value. Even to the local advertiser a well compiled directory is worth more than he can guess. As no business man of any extensive transactions professes to get along without Dun or Bradstreet, so no advertiser can work to advantage in making and placing contracts without a newspaper directory. It is and must increasingly be his basis of information for all sorts of statistics and, excepting circulation figures, is generally entirely reliable.

From the newspaper man's standpoint the same conclusion is reached. It is worth money to every newspaper to have briefly and plainly enumerated and presented the facts which the directories give as statistics, and for which he is not asked a penny. Every publisher may, if he will, have all the essential facts necessary to a clear conception of what and where his paper is, and its general classification, presented and enumerated, free of charge, before the eyes of advertisers. As the discrimination as to mediums, the winnowing process of separating the mediums upon the line of quality, goes forward as it must increasingly proceed in the future, the value of the directory would seem to be rapidly and largely growing to the men of newspapers.

The advertising business is so young, and there are so great possibilities of profit involved, that advertisers have been careless heretofore, as well as unknowing. Better systems are coming to be adopted every day. Better discrimination is the rule each year. The advertising columns of our exchanges demonstrate and prove this, and the record of the recently past months of business depression show the best mediums are doing the most and best business. To correctly present the ever-changing newspaper condition no better means yet exist than good newspaper directories.

Now there are directories and directories—just as there are newspapers and newspapers. For statistical purposes one leading directory in each

great business center is as good as a dozen. Yet what they are and which is the best must be judged by the book, its inherent merits and its publisher's character, just as newspapers ought to be individually judged by advertising managers. When directories are made and conducted as directories they are admirable and worthy of support. Where they are run as adjuncts to advertising agencies, merely to secure advertising from the newspapers which such agencies have dealing with, then they should be avoided. Hence every publisher of an excellent newspaper must appreciate highly the merits of good directories, and must wish for their development and improvement. Hence, also, he should add his co-operation in the direction of making compendiums what they should be—at least to the extent of furnishing exact and complete statistical information as to his own publications, which costs only a little time and effort.

As to the point that last year, out of 20,169 publications, but 3,173 furnished so accurate information that Messrs. Rowell & Co. would guarantee their circulations, it is a disgraceful commentary upon the newspaper profession. Still, there is a compensation—the BEST papers of the country are in the small class. Advertisers cannot overlook this fact. They should not and do not ignore it. Neither do newspaper men themselves. The truth ultimately takes care of itself. It always has and always will, and being one of 3,173 is far more distinctive, more creditable, more honorable and, in the long run, more financially profitable than being one of the 16,996.

The papers of long life, solid foundation, good character and genuine worth are mainly in the small class—and it proves how few the really meritorious papers are. The directory publishers are partially at least to blame also for the above bad condition. They have quoted most papers, when they make quotations, at too high a figure. There is a large leavening of human weakness and cupidity among newspaper men, and when they secure a rating in a directory higher than that which they would make themselves, they are prone to think they have no responsibility for the lie and to take whatever advantage they can get from the favorable presentation they may thus receive.

Now, as to changing the American Newspaper Directory. The *Intelligencer* would recommend no change save to absolutely avoid any and every quotation of circulation, save such as the publishers will guarantee—their 3,173 represents the number this year. No honest publisher will ask advertisers to purchase space and decline to state truly his circulation. No shrewd advertiser will buy space without knowing accurately what he gets.

An Editorial from the Williamsport (Pa.) Gazette and Bulletin.

NEWSPAPER DIRECTORIES.—George P. Rowell & Company, of New York, recognized among publishers of newspapers and advertisers in publications of guaranteed circulations as scrupulously honest in the arrangement of the interesting information put into their American Newspaper Directory, have asked for an expression of views on two points, namely: "From the standpoint of an advertiser and from that of the owner of a newspaper, is the publication of a newspaper directory desirable?"

That depends, just as would the answer to the same question regarding the publication of a city directory, a newspaper, or any publication of any name. A city directory that was incomplete in the matter it professed to set forth, or a newspaper that was without the news it professed to gather and print for the information of its readers, would be more of a nuisance than a convenience or a thing of value; and so with a newspaper directory that failed to display zeal and honesty in the collection and publication of such matter as any intelligent person would expect to find therein.

A newspaper directory is of value to the advertiser when it offers him correct information, not only giving the name and address of publications in different localities, but furnishing what can be put down as the real circulation, which is, after all, the thing of particular interest to the advertiser.

On the other hand a newspaper directory is of value to the newspaper publisher when it enjoys a reputation not only of securing for its pages the information that is of value to advertisers, but adds to that the distribution of this information among advertisers.

In other words, the newspaper directory, like the newspaper, must, to be of value, be complete not only in the

gathering and arranging of what it professes to deal in, but must add to this the distribution of its stock in trade among the people who want the information it furnishes, that they may secure from it the knowledge that makes them customers of newspapers of known circulation.

The *Gazette and Bulletin* adopts this policy in its business. Its first effort is to secure the news, upon the presentation of which it depends for its circulation among the people. Following this, in order, it solicits the use of its columns at its own prices by advertisers who seek to inform buyers of what they have to offer. To the advertisers it gives guarantee of its worth to them by a sworn statement of its circulation showing it to be over 6,000 copies, daily. It is the only correct policy in the management of a newspaper or a newspaper directory, and there is no question but that a newspaper directory so conducted, as we believe that of Rowell & Company to be, is of value inestimable both to the newspaper publisher and the newspaper advertiser.

AN advertising agency had a card in PRINTERS' INK last week, offering the best terms for the insertion of a small advertisement in the daily paper of largest circulation in each State. It is interesting to observe that the cost per line for each thousand circulation varies from one mill in Massachusetts to eleven cents and one mill in New Mexico. Here is the way the figures run. Queer, isn't it?

Massachusetts.....	.0010	Oklahoma.....	.0007
Illinois.....	.0015	Washington....	.0118
New York.....	.0016	Iowa.....	.0125
Pennsylvania....	.0016	Montana.....	.0120
Ohio.....	.0019	Kansas.....	.0132
Missouri.....	.0025	Texas.....	.0140
Minnesota.....	.0032	Utah.....	.0141
New Jersey.....	.0032	West Virginia..	.0150
Rhode Island....	.0038	Alabama.....	.0152
Colorado.....	.0040	Maine.....	.0171
Dist. Columbia..	.0040	Delaware.....	.0175
Maryland.....	.0044	South Dakota...	.0192
Wisconsin.....	.0049	Florida.....	.0250
Michigan.....	.0050	South Carolina..	.0250
Nebraska.....	.0054	Vermont.....	.0267
Georgia.....	.0058	Mississippi....	.0444
Kentucky.....	.0062	Nevada.....	.0444
Connecticut.....	.0066	Arkansas.....	.0535
Tennessee.....	.0076	North Dakota...	.0635
Louisiana.....	.0085	North Carolina..	.0769
Oregon.....	.0085	Idaho.....	.0869
N. Hampshire....	.0100	Arizona.....	.1000
Virginia.....	.0100	New Mexico.....	.1111

If a thousand circulation is worth more to an advertiser in Idaho than in Pennsylvania, it would be interesting to know what makes it worth more.

insufficient time is left for weighing statements, deciding upon display lines and making improvements. When the advertisements have been all written and properly revised, they are usually printed on one large sheet of paper with instructions to guide the printer as to the frequency and date of insertions. PRINTERS' INK here reproduces a sheet of proofs as sent out by the Brown Chemical Co., of Baltimore. An experienced advertiser may see some things in it to criticise. He will be certain to criticise, for no advertisement is ever perfect. Taken altogether, however, PRINTERS' INK considers that the Brown Chemical Co.'s ammunition is of fairly good quality.

LOUISVILLE NEWSPAPERS.

By Peter Dougan.

My impressions formed of the Louisville newspapers are as follows: The leading newspaper of the town is undoubtedly the *Courier-Journal*. It is the trumpet piece of the Democratic party of the South. Its circulation appears to be so general that it is scarcely regarded as a local paper, yet its number of readers is very large in the city itself. Its evening edition, the *Times*, is almost a purely local paper, having a large circulation in Louisville and the adjoining towns of Jeffersonville and New Albany, Ind.

The rival of the *Courier-Journal* is the *Commercial*, and opinions differ as to whether it has a larger local circulation than the *Courier-Journal*. It is a Republican organ and well liked by the members of that party. The *Times* seems to have a very formidable rival in the *Post*, the race being pretty close, with the *Times* in the lead. One of the proprietors of the *Post* is after the Democratic nomination for Congress, and, of course, is supported by the *Post*. The *Times*, though of the same political faith, favors another man for the nomination, and both are fighting hard. It somewhat reminds one of the battle between the New York *Sun* and *World* when politics are feverish.

The population of Louisville is one-third German, and there is only one newspaper which reaches it thoroughly. It is the *Anseiger*. Its only competitors are a few weeklies, and they are not formidable.

Louisville is a great society town, the daily papers always containing a column or two of society news, and on

Sunday the *Truth* and the *Critic*, devoted entirely to society, appear on the streets and seem to have a good sale. The *Critic* puts a dash or so of politics in the reading matter, but the *Truth* is exclusively society. It is very hard for such papers to get along in other cities, but they seem to thrive and get along all right in Louisville. Very little of the agricultural and religious papers are seen around the town.

Louisville, Aug. 21, 1894.

THE CLASSIFICATION OF ADS.

"THE WILKES-BARRE RECORD."

Daily and Weekly.

F. C. Johnson & J. C. Powell, Prop'rs.
WILKES-BARRE, Pa., Sept. 8, 1894.

Editor of PRINTERS' INK:

An advertising agency takes exception to our charging more for "classified" advertisements than for run-of-paper advertisements, and declares we are the only paper they know which does so. The particular kind of advertising they refer to is for "agents wanted." We charge by the line, short rate, when classified, but charge by the inch when they go at large. What is the custom?

F. C. JOHNSON.

It is customary to fix a lower rate for classified advertisements. PRINTERS' INK accepts them at half the price demanded for display ads. Daily papers everywhere now seek to build up the columns of classified ads. They are thought to benefit the paper. Different classes are charged at different rates, however. For most marked example of varying rates, PRINTERS' INK would advise obtaining the New York *Herald's* schedule. For ordinary advertisements this paper charges forty cents a line, but some classified ads are taken as low as five cents. For some others, however, as much as a dollar a line is demanded.

GUM AND GALL.



"This is really a gum game," mused the editor, as he pasted copy for an interesting ball game culled from an esteemed contemporary.

CHICAGO CRITICISED.

CHICAGO, Aug. 10, 1894.

Editor of PRINTERS' INK:

In all the history of journalism I never saw anything so rotten and so depraved as the personal column of a Chicago paper, of which the inclosed is a fair sample:

PERSONAL.

PERSONAL—A WIDOW LIVING ON SOUTH SIDE in quiet location, near L. C. H. R. or Wabash car line, with tastefully arranged rooms, will rent to quiet, refined parties; privacy; ladies introduced. No attention paid to general delivery address. Address T 145, The Dispatch.

PERSONAL—AN ATTRACTIVE YOUNG LADY, amiable and discreet, desires to meet a few substantial business men; only the acquaintance of honorable, substantial gentlemen solicited; no general delivery; inclose stamp. Address W 20, The Dispatch.

EDUCATED BRUNETTE (35) LIVING NEAR Twenty-first-st. and Michigan-av., recently left widow with little daughter, desires to treat a few refined gentlemen during school hours only; inclose stamp. Address V 26, The Dispatch.

PERSONAL—A YOUNG LADY EMPLOYED I would like the acquaintance of a few refined gentlemen from 7 p. m. to 11 p. m. 411 West Madison-st., top flat, right room.

PERSONAL—1525 WABASH AVE. MAY WEST has returned from California accompanied by new bath attendant; pleased to see old patrons and select new ones.

LMA LEE HAS RETURNED FROM EUROPE accompanied by WILLIAM AND GORDON and would be pleased to see friends at 221 and 223 STATE-ST., first floor, suites 5 and 6, WOODS' INSTITUTE.

THE MRSSES LEE AND FLORENCE WISH TO inform their friends that they are now at 1523 Wabash-av.

PERSONAL—A YOUNG LADY, PLEASANT AND attractive, will be pleased to see select parties at 254 West Madison-st.

PERSONAL—VIOLET AND ELSIE WILL BE pleased to see friends; always at home. 1302 Wabash-av.

PERSONAL—125 WEST MADISON-ST.—MISS Nettie King is now at above number; pleased to see friends.

PERSONAL—THREE REFINED AND HIGHLY educated young ladies are giving massage treatments at 15 South Adams-st.

PERSONAL—MISS BLANCHE, UNTIL RECENT-ly employed, would be pleased to see a few friends. 125 Wabash-av. 2nd fl.

PERSONAL—HARDYMAN WIDOW 30, DESIRES acquaintance of refined gentleman; object companionship. Call 1323 Cottage Grove.

PERSONAL—MISS LOTTIE STRONG IS NOW permanently located at 1223 Wabash-av.; pleased to see friends.

REFINED YOUNG WIDOW HAVING LOVELY home will introduce first-class parties only to strictly private ladies. Address R 159, The Dispatch.

PERSONAL—A LADY LIVING QUIETLY ON THE south side would give use of rooms to select transient parties. Address Z 22, The Dispatch.

There is not a police paper in Europe or America that prints anything approaching this in uncleanness. The publisher must be catering to the lowest element in the lowest slums of putrid society to daily present a column like this.

Where are the police?

Where is the United States Government?

Where is the Postmaster-General, that such stuff as this is admitted into the mails?

I beg that your bright journal that reaches so many good men will take up this question.

REV. W. W. ABBETSFORD,
Of Buffalo, N. Y.

"FOR EXCELLENT REASONS."

Boots and Shoes, a weekly, published in New York and claiming "the largest circulation of any shoe paper in the world," writes to PRINTERS' INK, under date of September 4th: "We refuse to state what our circulation is for excellent reasons."

RIVAL BUTTER ADS.

THE HERALD PUBLISHING COMPANY,
SHENANDOAH, Pa., Aug. 29, 1894.

Editor of PRINTERS' INK:

These two ads recently appeared in the same issue and on the same page of the *Evening Herald*:

Good Butter!

Is one of our specialties. We handle only the Finest Quality of Creamery Butter. Receive it fresh three times a week, direct from the creamery, the same day it is made. You can always depend upon getting it good and fresh. We also receive regularly every week Choice Dairy Butter from Bradford county.

**The Other Day**

We saw an advertisement wherein a tub of butter is represented as a living being, and strong enough to hold out a 500-pound weight at arm's length.

That's not the kind of butter we sell. Ours is not strong. It's sweet, and we have lots of it.

=GRAF'S=

122 North Jardin St.

C. H. ANDERSON.

NOVEL AND NERVY.

SAN FRANCISCO, Cal., Aug. 29, 1894.

Editor of PRINTERS' INK:

We saw a colored gentleman walking Montgomery street yesterday who evidently does not believe in "Want Ads." A circular pasteboard covered his body from the hips to the armpits, bearing these words printed on both back and front in bold black letters: "I wish work of any kind."

It was novel and nervy to say the least.

JOHNSTONE & BRYAN,
602 Market Street.

WHY WITHHOLD ITS NAME?

BROOKLYN, N. Y., Aug. 29, 1894.

Editor of PRINTERS' INK:

Isn't the following a poor advertisement?

WANTED—Orders at 10 cents a line for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 138 Nassau St., N. Y.

Why suppress the name of a publication having a circulation of 50,000?

BERT M. MOSES.

NEWSPAPER ENGLISH.

CLEVELAND, O., Sept. 6, 1894.

Editor of PRINTERS' INK:

In describing an accident on the steamer City of Straits, the *Cleveland Leader* perpetrates the following: "The right leg of Miss Minnie Wilson, who accompanied Weber, was bruised between the end of the jibboom and the corner of the cabin, but she was able, notwithstanding a bad fright, to walk to a carriage."

J. L. JONES.

A DISAPPOINTMENT.



"Ha! at last here come men in a tally-ho!"



"Oh, gracious!"—Judge.

A DIFFERENT PLAN.

Editor of PRINTERS' INK:

In a communication of Walter D. Stinson in your issue of August 20th, that gentleman states that the Allens in their guaranteed list of over a million, made it a rule to retain subscriptions on credit, collecting regularly and periodically. This announcement is followed up by a statement that he, Mr. Stinson, knows of no other publications, outside of a few metropolitan papers, that do not pursue exactly this course. As the charge is a very sweeping one, I should like to mention the *Ladies' World* as one whose publishers do not in any way follow such a course. Not one subscription is ever carried beyond the issue for which it is paid, and in the showing of 370,056 subscriptions at the end of the first half of this year, there is not one subscription carried to any preferred or credit list.

HORACE DUMARS.

New York, Sept. 6, 1894.

BRING ALONG YOUR HOUSES.

The following ad recently appeared in the Duluth (Minn.) *News-Tribune*:

WE WANT HOUSES FOR SALE.

There is a good demand for houses ranging from \$2,500 to \$5,000. We have calls every day for houses of this description. Do you want to sell? *If so bring your houses to us and we will sell them.*

D. H. STEVENSON & Co.

HIS NAME IS A. J. JOHNSON.

I do not know who is responsible for the surface car advertising of the Robert Burns cigar, of the Owl Cigar Company, on the Broadway lines, but it is well handled and is the work of an expert. And real experts in advertising, men with ideas, are as scarce as hens' teeth.—*Tobacco.*

SOME men would rather have a big board sign in the backwoods than a three-foot square one on the highway.—*Shoe Trade Journal.*

MR. GEORGE H. POWELL, once advertising manager for the Overman Wheel Co., is now an advertising agent at Springfield, Mass.

AN appetizing ad leaves a taste in the reader's mouth which often ripens into a hunger for the thing advertised.—*Biz.*

HOW TO WRITE A CIRCULAR.

The construction of a paying circular requires care. For those who are interested in the problem we make the following suggestions:

Don't try to be funny; a pun or racy head-line is apt to be resented as facetious, or at best flippantly regarded.

Never offer things free; every sensible housewife knows that no one can give something for nothing.

Never quote goods below cost. Every one regards with suspicion an article of diet advertised below cost.

Let your circulars be dignified and attractive. Remember that a circular is rarely kept for reference, and unless you present an idea worthy of repetition or comment in the headline the fine print is apt to be overlooked.

Talk about quality, promptness, good measure and full weight. Never send out a trashy-looking circular, better send half as many well-printed ones. Convey the impression that you are well-stocked and that your goods are the best and your prices moderate.—*Grocery World.*

THE country paper must be distinctively local. It is wholly without the province of a local newspaper to be otherwise than its name implies. The larger dailies that run a weekly as side companions are so infinitely better equipped for gathering news and their scope so much wider, that the local paper cannot hope to compete with its rival of larger pretensions without sooner or later realizing its absolute inability to engage in the unequal contest. People look to that class of papers, national in their reputation and pretenses, for general information, and only the home paper is expected to gather local happenings and feed the desire for local news. There can be none other than a hurtful comparison between the big weeklies of twelve to twenty-four pages and the country paper that aspires to nothing beyond the realm of its natural territory. The attempt to be other than that what its modest mission implies only exposes the editor's helplessness and adds mortification to his demoralization in the unsuccessful effort.—*W. S. Coleman.*

WHEN a man is through with his day's work and is sitting down resting in the home, he cannot read the advertisements on the fences, and the hand bills and circulars that were left on his door step during the day have been blown away or destroyed.—*Ex.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

SUNBEAMS, FOR THE LITTLE FOLKS.

ADS. VICK'S MAGAZINE, 200,000. 38 Times
Building, N. Y.

ADS. VICK'S MAGAZINE, 200,000. 38 Times
Building, N. Y.

ADS. VICK'S MAGAZINE, 200,000. 38 Times
Building, N. Y.

ADS. VICK'S MAGAZINE, 200,000. 38 Times
Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

SMALL half-tone cuts. Send proofs and prices. DUPONT No. Elm St., Westfield, Mass.

POWELL'S POCKET RATE BOOK tells the cost.

POWELL'S POCKET RATE BOOK, 50c.
G. H. POWELL, Springfield, Mass.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 4c. postage. SWANK MFG. CO., Fremont, O.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

AUSTRALIAN ballot signatures, fac-similes, engraved promptly and at low prices. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

WANTED—Daily paper (evening preferred) in city of 12,000 to 25,000. If you have something good write at once to DAVIDSON, care of Printers' Ink.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 227 Broadway, New York.

WANTED—A good all-around advertising man; writer and solicitor. Will pay \$15 weekly and 10 per cent commission. Address P. O. Box 272, Washington, D. C.

WANTED—By young man, age 25, single, position on paper as local or associate editor. All references. Place from \$,000 to 10,000 preferred. Address "HOP," Printers' Ink.

WANTED—Experienced subscription and advertising solicitor for a weekly (Rep.) of established reputation. Salary and traveling expenses. Address "D. H.," Printers' Ink.

"SMALL TALK ABOUT BUSINESS!" A banker's business helps for men & women.

"SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

WHAT can we do for you in Washington! Business transacted with departments, interviews secured. Save a trip by writing to ASSO. TRADE & INDUSTRIAL PRESS, Wash'n D. C.

WANTED—Advertising men to sell "Powell's Pocket Rate Book." Goes like hot cakes. Big profit for hustlers. Sample copy 50c. Send for agents' rate. G. H. POWELL, Springfield, Mass.

PUBLISHERS OF PAPERS

P and magazines. First impressions count in securing either advertising contracts or subscribers. Wouldn't an artistic heading or cover design improve the appearance of your publication? Sketch submitted on approval—no charge if not accepted. W. MOSELEY, Elgin, Ill.

BOOM your town! Wide-awake people should send for a prospectus showing how to boom their town and make from \$25 to \$250 for themselves in addition. Address W. G. PUB. CO., West Grove, Pa.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

WANTED—Bright, hustling agents everywhere, to make money handling our latest office specialty. Sells itself with large profit. Address, with stamp, AM. LOCK-CRANK CO., Milwaukee, Wis.

If you're something good to sell in Chicago, let me help you. I canvass druggists, grocers, confectioners and bakers especially. HOWARD T. HICKS, manufacturers' agent, 134 Van Buren St., Chicago, Ill.

ADVERTISING space costs money. Why not get the most you can out of it? We provide the means—the cost is trifling compared with the increased results. Write us for information. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

WANTED—Man with brains and ability, and from \$2,500 to \$5,000 in cash, to take an interest and edit one of the best paying afternoon papers in one of the best cities of Tennessee. If you mean business, address "MIDDLETON," Box 415, Chattanooga, Tenn.

IDEAL MASTERPIECES is the finest illustrated advertising sheet on the market. Elegant for Christmas supplement or for merchants and advertising agents for fall and holiday trade. Sample and prices for stamp. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

WANTED—A man to design, write and perfect newspaper and magazine advertisements for a general advertising agency. Previous experience not necessary if the party is anxious to learn and grow. Write, stating your reasons for thinking you can do the work, and salary wanted. Box 23, Chicago Athletic Association, Chicago.

If a publisher knew of some one in New York upon whom he could depend, for a nominal sum, to transact a little business in his behalf—see an advertiser, follow up a personal letter, get an interview for publication—it would be a great convenience sometimes, wouldn't it? Well, we are the people, with references to prove it. Send and see. PHELPS & CO., 92 Times Bldg.

I AM looking for money to push the sale of what I believe is the best dyspepsia cure in the world, because I know it cures any stomach trouble (except cancer) in nine cases out of ten. I want first to cure capitalists who have dyspepsia, and get them interested. Any fair proposition will be carefully considered. I mean business. Don't write unless you do, too. You can run across such a good medicine every day. "B. B.," care Printers' Ink.

WE want a general agent to handle our trade on Standard Horse and Cattle Food in Northern Illinois. The position is one of responsibility and requires a man experienced in establishing agencies, choosing and handling local salesmen, and directing their work among farmers and feeders. It also requires integrity, honor, good judgment and hard work. We have worked that territory for about three years, and our food has become fairly well established there. During that time we have established ten special or county agents who have been carload buyers, and something over three hundred local agents who have been small buyers, and have sold there more than \$50,000 worth of food. We want a man to take full charge of that territory, who is thoroughly capable of establishing special agencies and employing, breaking in and directing local salesmen among consumers. He must therefore be capable in every particular to handle business men, and at the same time be fitted to profitably devote enough of his time among farmers to keep in line the salesmen and agents working under him. To such a man we will pay a good salary and expenses, also a good commission on all business done in excess of the amount required to earn his salary. Address, giving age, experience, references and amount of salary required, to THE F. E. SANBORN CO., manufacturers Standard Food, Omaha, Neb.

\$25.00 a day easy, selling "Powell's Pocket Rate Book." Just out. 5,000 advertisers yearn for it. Send 50c. for copy in flexible silk, and get canvasser's discount. G. H. POWELL, Springfield, Mass.

AN experience of 17 years in the business office of a weekly of world-wide reputation, with 150,000 circulation, ought to be worth something. Advertisers may now have the benefit of this experience at merely nominal cost. If you will send me a printed slip of your ad I will return it at once with such comments and criticism as will probably enable you to improve its effectiveness. For this my charges are reasonable, viz.: Nothing for the first ad; two dollars each for subsequent ads, if they do not exceed the space of a page of the *Century* or *Harper's*; five dollars each for larger ads. WM. KOHN, 2115 West Norris St., Philadelphia, Pa.

MISCELLANEOUS.

ST. NICHOLAS.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

SUNBEAMS, FOR THE LITTLE FOLKS.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VICK'S MAGAZINE A1 + 1-0 = 200,000.

VAN BIBBER'S
Printers' Rollers.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

DODD illustrates ads. His methods illustrate good advertising. Boston.

SOLID TYPE talks in **GOOD HOUSEKEEPING**. Illustrated ads show excellent.

SOLID TYPE talks in **GOOD HOUSEKEEPING**. Illustrated ads show excellent.

DRAWINGS and designs for advertising and illustrations. E. LUTZ, 229 E. 14th St., N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

NEWSPAPER INSURANCE.

INSURE present and future business by using **S**T. NICHOLAS.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

THE YANK, Boston, Mass., is insured against decrepitude by having contracted for a generous supply of new blood in its circulation. You see advertisements of **T**HE YANK summer or winter. If you want to sip from the same fountain of perpetual youth, place your ad in **T**HE YANK. 50,000 copies. Rate, until Oct. 1 at noon, 30 cents per line. Then—1

BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, cos it's permanent.

VICK'S 200,000 beats billposting, cos it's permanent.

VICK'S 200,000 beats billposting, cos it's permanent.

VICK'S 200,000 beats billposting, cos it's permanent.

R. H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

TO LET.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

ADVERTISING space in **S**T. NICHOLAS.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address **GEO. F. ROWELL & CO.**

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. **A. LEFFINGWELL & CO.**, 118 Dearborn St., Chicago, Ill.

SPECIAL WRITING.

GOOD editorial copy helps the character of a paper and commands advertising. Try mine. **G. T. HAMMOND**, Newport, R. I.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190
Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

500 ENVELOPES, size 6, furnished with printed name and address, for 50c. Send for samples to M. LLOYD, West Grove, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

BETTER than typewritten letters—100,000 facsimile letters, size 5½x3½, printed in your own handwriting, on well-finished paper, \$30. LONDON P.T.G. Co., Columbus, Ohio.

ELECTROTYPE CABINETS. Advertisers use them to store cuts. Dust-tight and vermin-proof. Various sizes. Price lists supplied. HEBER WELLS, 157 William St., New York.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

MY price per 1,000: Letter headings, \$3; note headings, \$1.30; bill headings, \$1.60; circulars, 5½x11, \$2.30; 5½x8½, \$1.40; 3½x5½, 60c., if in lots not less than 5,000. Express prepaid. Send for particulars. ALBERT B. KING, 37 William St., New York.

ADVERTISING AGENCIES.

TRY DODD.

DODD is safe.

DODD of Boston.

DODD is the man.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL indorse ST. NICHOLAS.

SUNBEAMS, FOR THE LITTLE FOLKS.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

25 YEARS' experience in newspaper advertising. GEO. W. PLACE, 52 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency.
WILLIAM HICKS, proprietor,
132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

GEO. P. ROWELL can't put your adv. in THE YANK, Boston, for nothing, because it costs him money; but he can put it there as cheap as the next man—for 20 cents a line or less—if you tell him to go ahead before Oct. 1 at noon. No promises as to the thereafter, except that over 50,000 copies per month are guaranteed.

ADVERTISING NOVELTIES.

SUNBEAMS, FOR THE LITTLE FOLKS.

ADVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

AUNT MARY'S Handy Needle and Thread Package (for men's use) takes 180 words of your ad. Costs you 1 cent each. Sample by mail upon request. F. W. HALL, 178 Broadway, New York.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

FOUR CENTURY CALENDARS, the best, cheapest and most permanent mail advertising novelty now on the market. Your printer can make them. Can be mailed with a letter. Make splendid souvenirs. Will be preserved by the recipient. Samples and terms for ten cents. JOHN KACHELMAN, JR., Evansville, Ind.

STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 25) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

FOR SALE.

ADVERTISING space in ST. NICHOLAS.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Best youth's publication in America. Apply "EAST END," Box 42, Pittsburgh.

TEXAS weekly \$2,000, one-third cash; good time balance; bargain. JOHNSON, Printers' Ink.

FOR SALE—Interest in daily paper. Well established, good business. "M. P. C.," Printers' Ink.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

FOR SALE—Cheap for want of use, one Campbell Intermediate newspaper press; prints sheet 36x45; one Brown & Carver paper cutter. Both good condition. SUN, Williamsport, Pa.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 50,000 copies.

A MONEY MAKING trade paper for sale at a sacrifice. Will pay for itself in one year. Only one of its class in large section. Must be sold. A good man with little money can get a rare bargain. For full particulars, sample copy, terms, etc., address TRADE PAPER, care Printers' Ink.

MIDSUMMER SALE OF SECOND-HAND PRESSES.

During the "hard times" we will sell rebuilt presses at prices that will be hard for us but easy for you. Write for "hard times prices" and we will answer promptly. THE BABCOCK PRINTING PRESS MFG. CO., 9-10 Tribune Bldg., New York City and New London, Conn.

MIDSUMMER SALE OF SECOND-HAND PRESSES.

During the "hard times" we will sell rebuilt presses at prices that will be hard for us but easy for you. Write for "hard times prices" and we will answer promptly. THE BABCOCK PRINTING PRESS MFG. CO., 9-10 Tribune Bldg., New York City and New London, Conn.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

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VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

AFTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beekman St., N. Y.

GET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. WM. T. BARNUM & CO., New Haven, Conn.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

If you are an advertiser get Craske's prices on electros. Work and prices the best. You can ask Johnston, of Printers' Ink. Address CHAS. CRASKE, 45 & 47 Rose St., New York.

The best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 50,000 copies.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; price a like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

CELLULTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellultypes and cellultype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

ADVERTISING MEDIA.

ODD places ours.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 333 W. 51st St., N. Y.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 13 Tribune Bldg., N. Y.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (40 weekly papers). Sworn circulation 32,226. CANADA READY PRINT CO., Hamilton, Ont.

35 LEADING dailies in 35 cities. One inch one month in all for \$120. Send for list. O. L. MOSES, 132 Nassau St., N. Y.

ADVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CRIPE'S COMMERCIAL REPORTER, Marion, Ind.

5,000 AGENTS and mail buyers, take a trip with us at 5c. a line. Big results. AMERICAN HOME JOURNAL, Easton, Pa.

ADVTs. placed in each of 140 local weeklies; 75c. a line a week. Only one electrolyte needed. UNION CO., 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

THE YANK, Boston, Mass. Over 50,000 copies per month, beginning with October. Before Oct. 1, 12 M., rate 30c. per line. Oct. 1, 12 M., is, and after, new rate to be announced. Your choice, not ours.

"YOUR paper is a hustler for orders."—J. J. Bell. This refers to PARK'S FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

The object of advertising is publicity, isn't it? Even if you have never patronized the concerns, still you have all heard of those that publish papers—like Browning, King & Co., Smith & Gray, the Waterbury Watch Co. This is proof sufficient of the value of issuing your own paper with the help of WALTER P. WHEELER, 16 & 30 Rose St., New York.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 103 W. 14th St., N. Y.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

ADVANTAGEOUS ads made; easy terms. R. L. CURRAN, P. O. Box 3206, New York City.

WE have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

VERSELETS for street car ads should have pith, point and pull. I write 'em. \$1 and 2 hints will secure sample for your biz. ADAMS, the Ad Man, P. O. Box 339, Chicago.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

"BOOK of Ideas for Advertisers." 50 illustrations. 79 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

DRY GOODS—I have quite a collection of ads to show in this line. Send stamp for sample ads that have paid. I can handle the daily work of two more houses, if they don't want too much. Ads cost from \$1 upward. I am busy on little books for optician and hardware. \$3.000 cost \$75.00. W. W. BRETT, 361 Broadway, N. Y.

EVER fish with a bent pin! Catch anything! A pin has a point. So should an ad have a point; but it needs something more; a barb—the well put argument that will "land" buyers for you. Think it over. Judge if I can't put both point and barb on your ads, and then please write me. That costs nothing. WOLSTAN LIXEY, Writer of Advertising, 86 World Building, New York.

AN advertiser can get his matter written for almost any price he wishes to pay. It's merely a question of what quality he needs and is willing to pay for. I want clients who are ready to pay a fair price for the best work. I have just published a circular which will give a good idea of my methods and prices. If you're interested send a business card. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

A GREAT many have inquired about my "13 illustrated retail ads for \$20." They want to try one or two first. All right—send data and five dollars and I'll send 3 ads, with outline cut for each, with the understanding that if they are satisfactory you can send \$15 more and get the other 10 ads. I think this is a good offer—one of the best I have made. The ads are attractive, the cuts pretty and pertinent. I think they'll "sell goods." CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

LAST June 13 experts decided that an ad I wrote was better than any other in a total of 30, submitted by 31 writers. Another ad of mine was rated with the "next best" by the same experts. The editor of PRINTERS' INK commended my work. Still, all I claim is that my work is good. I think I charge less for good work than anybody. I want everybody to see those 25 cuts, for \$3. Copy of them sent, together with suggestions for advertisements, for 2c. stamp. BERT M. MOSES, Box 283, Brooklyn, N. Y.

HILLIER & CO., of Newark, say: "The manuscript for booklet arrived safely. You have succeeded in suiting us in every particular. Your name for the booklet is a good one. That's what we were after. The matter is good, too—good as could be obtained." I'm thinking up good things for ladies' silk waists, liniment, cloaks, tailors' supplies, nerve tonic, cream-er-mes and a rheumatism cure this week. Ready for you next week. Let me mail something to keep up your enthusiasm until you're ready for me. Address JED SCARBORG, Box 63, Station W, Brooklyn, or call at 154 So. 5th St.

PREMIUMS.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 143 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

ADVERTISING MANAGERS.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 20,000 copies.

ADVERTISING MANAGER.

A QUICK CASH RESULT—I can increase any business of which I have the advertising, and would like to negotiate with you if you have a business which is not as good as you would like it to be.

I do not write ads for sale, but I write ads which sell. You cannot buy my ads, but you can buy my time and whatever ability I may have. I do not believe in stock ads any more than I believe in ad writing genius on tap, a measure of which can be drawn at will for \$2.00 or \$5.00.

I spent \$16,004 for the town of Velasco, Texas, and sold \$1,055,430 worth of property in six months.

I spent \$3,126 for the Masonic Fraternity Temple Association and increased the receipts of the Masonic Temple Observatory \$23,682 in two months.

I spent \$2,000 for the Lincoln Tea Company and got over 10,000 written requests for advertising matter from the States of Ohio, Indiana and Illinois alone in three months.

I spent \$2,333.88 for the Omaha & South Texas Land Co., of Houston, Texas, last spring and sold 355 lots in 90 days.

References:—Masonic Fraternity Temple Association, Chicago; E. S. Dreyer & Co., Chicago; Rand, McNally & Co., Chicago; Western Newspaper Union, Chicago; Cook Remedy Co., Chicago; Malcolm McNeill & Co., Chicago; Hon. C. B. Farwell, Chicago; Hon. Abner Taylor, Chicago; Inter Ocean, Chicago; Globe Democrat, St. Louis, Mo.; Commercial Club, Houston, Texas; Daily Post, Houston, Texas; Journal, Kansas City, Mo.; Star, Kansas City, Mo.; Omaha Bee, Omaha, Neb.; World Herald, Omaha, Neb.; Texas Land & Immigration Co., Velasco, Texas, and you, if I do any advertising for you. O. W. CRAWFORD, Advertising Manager, Masonic Temple, Chicago.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 35 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

SAN JOSE is the great fruit-growing center, and the DAILY MERCURY is the leading paper.

CONNECTICUT.

BEFORE placing advertising in Eastern Connecticut see **THE DAY**, New London.

WEEKLY TIMES: Hartford, CONN.

THE DAILY UNION.
BRIDGEPORT, CONN.
MORNING. EIGHT PAGES. ONE CENT.
Circulation, 7,300.

Best advertisers use it—they know its value.
N. Y. Office, 620 Vanderbilt Building.
O. L. MOORE, Manager.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the
Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.
BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.
Combined circulation, 80,000. 150,000 Readers.

KENTUCKY.

STOCK FARM, Lexington, reaches that class of farmers who raise stock.

AERICAN BAPTIST, Louisville, Est. 1879. Best adv. medium among colored people in South.

MAINE.

BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative,
73 Tribune Building.

MASSACHUSETTS.

40 WORDS, 6c., 50 cts.; \$1.50 for 1 mo. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

DAILY GLOBE, ISSUED
FALL RIVER. EVERY
EVENING
Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED ISSUE
OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.

WM. H. HANSCOM, Business Manager.

DISTRICT OF COLUMBIA.

ALERT advertisers advertise in **KATE FIELD'S** WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

MICHIGAN.

DETROIT SUNS, 118,000 weekly.

DETROIT SUNS, ILLUSTRATED and SUNDAY, circulation, 118,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 13,000 daily.

40,000 PROVED CIRCULATION for only 15c. a line. Sample copies and proof of circulation free.
"ONCE A MONTH," DETROIT, MICH.

DETROIT ILLUSTRATED SUN, weekly, 96,000; SUNDAY SUN, 24,000. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

RESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 118,000 weekly.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Minneapolis, Minn.
Circulation, 125,000
Pays Advertisers.

DULUTH.

Population to-day, 75,000.
The most prosperous city in the country.

THE NEWS TRIBUNE

IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative,
73 Tribune Building, N. Y. City.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW JERSEY.

THE EVENING JOURNAL, JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

ST. NICHOLAS.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

VICK'S 200,000.
East of Rockies, 184,519. Fact.

THREE trial lines 25c. in Watertown (N. Y.)
HERALD—30,000 readers.

FOR any good business it will pay to use THE
CHRISTIAN ADVOCATE, New York City.

ROWELL accords THE LE ROY GAZETTE largest
weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading
newspaper, daily and semi-weekly JOURNAL.

THE LADIES' WORLD
Circulation Map

Will interest you.

S. H. MOORE & CO., Publishers,
New York, will send it, together
with an estimate on your advertisement.
RATE LOW! CIRCULATION LARGE!

F. M. LUPTON'S popular periodicals, THE PRO-
FLE'S HOME JOURNAL and THE ILLUSTRATED
HOME GUEST. Sworn circulation, 500,000 copies
each issue. Advertising rates, \$2.00 per agate
line, less time and space discounts. For sample
copies and further particulars address F. M.
LUPTON, publisher, 106 & 108 Reade St., N. Y.

A COMPARISON

During 1893 the New York EVENING
POST contained 25 per cent more cash
advertising than any other evening
paper in New York, a visible concession
to its superior value as an advertising
medium.

ADVERTISING IN

TEXAS SIFTINGS

 PAYS

REDUCED TO 10c.

GODEY'S

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

LIFE has moved to its
own building at
19 and 21 West 31st St. This
building is said to be one of
the finest specimens of archi-
tecture in the city of New York.

HICKORY BICYCLES

GIVEN AWAY FREE BY THE

Daily Press & Knickerbocker

AND

SUNDAY PRESS.

ALBANY'S BEST AND MOST
POPULAR NEWSPAPERS.

NEARLY

FIFTEEN HUNDRED NEW SUBSCRIBERS
GAINED IN FOUR WEEKS.

READ THE PRESS for particulars.

Books Open to Advertisers!

OHIO.

MUSKINGUM FARMER for Southeastern Ohio.
\$8 an inch this year. Zanesville, O.

DAYTON MORNING TIMES and EVENING
NEWS. Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR, 7,800 daily, 5,200
weekly. Leading newspaper in Eastern Ohio.

THE AMERICAN FARMER and FARM NEWS
is guaranteed by Rowell's Newspaper Di-
rectory and PRINTERS' INK to have the largest
circulation of any monthly in the State of Ohio,
and the second largest circulation of any monthly
agricultural journal in the world. The ad-
rate is low, and advertisers tell us that it pays
them. GEO. S. BECK, Eastern Manager, 193
World Bldg., New York City.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading
morning paper in the Territory, accepts ad-
vertising with the distinct and positive guar-
antee that it has double the paid circulation of
any newspaper published in Oklahoma. F. B.
Lucas, Adv. Mgr.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest
circulation of any Scranton paper.

CLARION (Pa.) JACKSONIAN has the largest
circ'n in a Dem. county. Home print \$3 inch.

CIRCULATION CLAIMS are useless when they
are not proved. The American Newspaper
Directory guarantees the rating given the CHESTER
TIMES. Thirty thousand local readers is the
best section of Pennsylvania. Address WAL-
LACE & SPROUL, Chester, Pa.

INTELLIGENCER—DAILY and WEEKLY,
Doylestown, Pa.

For guaranteed circulation see
Rowell's Directory. Always
the leaders.

Always best mediums for
advertisers' purposes.

TEXAS.

THE **POST**: Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY
DAILY IN TEXAS, and is so guaranteed by Row-
ell's 1894 Directory under a forfeit of \$100. S. C.
BECKWITH, Sole Agent Foreign Advertising,
New York and Chicago.

WASHINGTON.

SEATTLE TELEGRAPH

SEATTLE TELEGRAPH, the leading
Democratic daily north of San Francisco.

WISCONSIN.

5,308 COPIES weekly average in 1893 of
EXCELSIOR, Milwaukee, Wis.

RACINE EVENING TIMES, Racine, Wis. Circ'n
under oath exc'ds 2,400 paid copies each issue.

WISCONSIN AGRICULTURIST, Racine, Wis.
Largest circulation of any English paper
in Wisconsin.

BADGER STATE GROCER, Milwaukee, reaches
all grocers and general storekeepers weekly
in Wisconsin.

SO. & CEN. AMERICA.

A ADVERTISE IN
PANAMA STAR & HERALD.

N. Y. Office, 52 Broad St., N. Y.

500 LOCAL papers in Cuba, Mexico and
South America are used by our custom-
ers. Best markets in the world for Americans.
Try them and be convinced. SPANISH-AMERI-
CAN NEWSPAPER CO., 136 Liberty St., N. Y.

"It is High Time."

If your inks prove equal to the higher-priced inks of other dealers, we think it is high time the printers of the country should be convinced that they have been "buncoed" long enough.
D. R. LYON, Acting Manager, The Magazine Printing Co.

Salt Lake City, September 1, 1894.

MANY PRINTERS HAVE WADE'S

Specimen Book of Standard Printing Inks.

If I tried to get up a better specimen book I could not do it to save my soul. Wade's Inks are known everywhere as the best made.

I confidently assert, however, that the Inks I sell are the best in the world.

Turn to Wade's Specimen Book.

If you haven't a copy, you ought to get one.

I direct attention to the Inks named below. In the left-hand column is indicated the page in Wade's Book where will be found an example of what the Ink will do. In the right-hand column is the price advertised for Wade's Inks.

BLACK.

10. Fine Cut Blue Black.....	\$1 50
11. Fine Cut Black.....	2 00
12. Blue Black.....	2 00
13. Green Black.....	2 00
14. Steel Black.....	2 00
15. Brown Black.....	2 00
16. Fine Cut Black.....	3 00
17. Photo Ink.....	3 00
59. Gloss Black.....	2 00
93. Caxton Black.....	3 00

BLUE.

61. Deep Bronze Blue.....	\$2 00
69. Antwerp Blue.....	2 00
71. Bronze Blue.....	2 00
72. Royal Blue.....	3 00
76. Cobalt Blue.....	2 00
77. Violet Blue.....	3 00
78. Ultra-Marine.....	1 50
80. Dark Blue.....	1 50
82. Oriental Blue.....	2 00
91. Bremen Blue.....	1 50

RED, LAKE AND CARMINE.

48. Railroad Red.....	\$1 25
60. Gloss Red.....	2 00
62. Scarlet Lake.....	2 00
67. Scarlet Vermilion.....	1 50
68. Crimson.....	2 00
69. Fine Red.....	2 00
70. Chinese Vermilion.....	2 00
71. Extra Fine Red.....	3 00
72. Extra Fine Red.....	5 00
73. Extra Fine Red.....	10 00
74. Lake Ink.....	3 00
75. Lake Ink.....	5 00
76. Carmine.....	8 00
77. Carmine.....	16 00
78. Geranium Scarlet.....	3 00
79. Cherry Red.....	3 00
80. Rose Lake.....	3 00
81. Rose Lake.....	5 00
82. Cardinal Carmine.....	8 00
91. Jacqueminot Lake.....	5 00
93. Antique Red.....	3 00

BROWN.

56. Light Brown.....	\$1 50
57. Dark Brown.....	1 50
58. Chocolate.....	1 50
67. Dark Brown.....	2 00
81. Bronze Brown Lake.....	5 00
83. Light Brown.....	2 00
85. Seal Brown.....	2 00

PURPLE.

84. Magenta.....	\$5 00
88. Violet.....	5 00

YELLOW.

83. Lemon.....	\$1 50
85. Golden Yellow.....	1 50
87. Persian Orange.....	2 00
88. Orange.....	1 50

MISCELLANEOUS.

64. Gold Ink.....	\$5 00
65. Copper Ink.....	5 00
66. Olive Size.....	1 50
74. Olive Ink.....	1 50
86. Russet.....	2 00
87. Sepia.....	2 00
89. Burnt Sienna.....	1 50
89. Raw Sienna.....	1 50
90. Burnt Umber.....	1 50
90. Raw Umber.....	1 50
92. Maroon.....	2 00
92. Dutch Pink.....	1 50

GREEN.

63. Bronze Green.....	\$2 00
70. Dark Green.....	1 50
73. Deep Regal Green.....	3 00
75. Medium Green.....	2 00
79. Deep Dark Green.....	2 00
84. Regal Green.....	3 00
86. Light Green.....	1 50

I sell four one-quarter-pound cans of these Inks; not Wade's, but made to match them (and better quality, I think), for one dollar, or one dozen assorted cans for three dollars. THE CASH MUST COME WITH THE ORDER EVERY TIME.

I recommend that, in the beginning, a purchaser should buy no more than a dollar's worth. When he finds that the quality is as stated, he can order more.

For larger cans, or more of them, send a bigger check.


Purchasers are invited to compare my Inks with Wade's, Levy's, Wilson's, or any other of the best makers, and write me the result of the comparison.

All the Job Inks, black or colored, usually listed at about a dollar a pound, I sell in three-pound cans for a dollar a can.

All the lower-priced Poster and other Inks (colored or black better than News) I sell in five-pound cans at a dollar a can. Address (with check)

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.

Please note that three carmines, two purples and gold ink are catalogued in *italic*. I can't send a quarter pound of those for 25 cents a can. For those, my price is 50 cents a can. In my opinion Gold Ink's mighty poor stuff.



Design
from
**CHARLES
AUSTIN
BATES.**

**VANDERBILT
BUILDING**

**New
York**

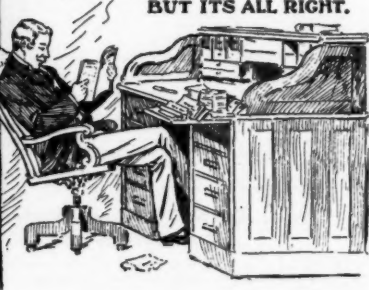
FROM THE FIRST PERIOD
TO THE LAST PERIOD

PRINTERS' INK!

is the best read paper in
America. Valuable alike
to readers and advertisers.

☛ The reader gets from 16 to
60 pages 52 times for \$2;
the advertiser gets one
page one time for \$100.

SOUNDS QUEER,
BUT IT'S ALL RIGHT.



Do you wish to address the

Advertisers of America?

Do you sometimes attempt to communicate with them by circular?

Circulars cost ten dollars a thousand for postage.



A quarter page advertisement in PRINTERS' INK
YEAR BOOK,

In a Position Opposite Reading Matter,

CAN BE HAD FOR \$25.

If you send a check with the order you may deduct 10 per cent, making the net cost \$22.50. If you send the order quickly you get a better position.

The first edition of PRINTERS' INK YEAR BOOK will exceed

- - 20,000 COPIES - -

Every subscriber to Printers' Ink is entitled to a copy, delivered free, in consideration of his annual subscription. The Year Book will be ready for delivery on Wednesday, Nov. 28th.

PRICE, ONE DOLLAR A COPY.

ADDRESS ALL COMMUNICATIONS TO

PRINTERS' INK YEAR BOOK, 10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,

EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for **PRINTERS' INK** for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$35, or a larger number at five dollars a hundred.

If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks,	-	18,842 copies
Last issue,	-	21,100 "

NEW YORK, SEPT. 19, 1894.

THE advertising agents in New York all note a decidedly improved tone in business circles and are busy with estimates. Advertisers demand the best papers, choice position, and pay more attention than ever to carefully prepared copy.

THE town criers of the present day are the small boys who yell out "Extra."

FEW mediums are worthless, but, owing to too high rates, many are unprofitable.

THE window dressers of Chicago are preparing to form a permanent association.

IN most cases the advertising failure has either advertised a poor article, or an article poorly.

THE *Memphis Scimitar* recently contained a seventeen-page advertisement of a real estate firm.

A NEWSPAPER published for any other purpose than to make money is not generally published very long.

IF an advertisement writer can say an old thing in a new way, he has about all the originality he needs.

IN a walk across the New York and Brooklyn Bridge as many advertisements of prominent advertisers may be seen as in glancing through the pages of a first-class magazine.

WHEN a merchant stops advertising people get the idea into their heads that his business is "going down."

NO two classes of business men are more dependent on each other for existence than advertisers and publishers.

WHEN a Fox is associated with geese his influence is likely to be conspicuous. New Bedford papers please copy.

AN advertisement which is the product of one mind is seldom deemed absolutely perfect by more than one person.

EXCEPTING the politician, it is doubtful whether any man has a stronger individuality than the average advertisement solicitor.

IN hotels that rely on the patronage of business men a copy of **PRINTERS' INK** can generally be found on file in the reading-room.

VERY few persons have the slightest recollection when they first saw any one of the many advertisements familiar to their eyes.

BY studying another man's advertisements, ideas which may be used in constructing your own will often suggest themselves.

IT's the number of ideas rather than the number of words in an advertisement which makes it effective. The best ads contain but one.

THE *Tiskilwa Chief*, a little weekly published in Bureau County, Illinois, uses a larger type for paid puffs than for genuine reading matter.

QUITE a number of men are employed in New York soliciting business from boarding-house keepers for the newspapers' want columns.

IT has been noticed that advertisers who conduct their own advertising successfully first had many years' tuition from some experienced agent.

WHEN a store is crowded with customers an impression is created that something is being sold there worth the buying. For this reason the crowd attracted to a store by advertising usually attracts another crowd.

If any advertiser desires to reach the great office-boy class of the country, he would be foolish to use any other medium than the circular.

MANY of the short, common words and expressions used in conversation would never be seen in print if it was not for the advertisement writer.

WHEN a newspaper publisher knows that a non-advertising merchant is a reader of PRINTERS' INK, he is justified in regarding him as a future patron.

IT does not matter how flourishing business may be six months from now, the man who's going to advertise when business improves will be just as numerous.

AN unusual amount of hat advertising is being done in the New York dailies just now. Six of these were noted in one issue of an evening paper last week.

If good goods advertise themselves, it is strange that the names of the non-advertised brands of soap, baking-powder, proprietary medicines, etc., are not more familiar to us.

NOW that business is improving, the merchant who has advertised right along receives numerous calls and orders from people not previously known. It is his due reward.

SPEAKING of the wise axioms which are to be found in PRINTERS' INK, the *Drapers' Record* of London, England, asserts that they are worth pasting up in the counting-house of every advertiser.

BLOOMINGDALE & Co., printers, of Philadelphia, have sent PRINTERS' INK a small book containing reproductions of street car cards, all of which are excellent specimens of what a car sign should look like.

PRINTERS' INK has received from Mr. W. N. Gates, advertising manager of the Railroad Brotherhood Magazine List, a little booklet in which it is shown that the conduct of the members of the Brotherhoods during the recent strike proves them to be a respectable, conservative class of men, and that, therefore, the organs of the various Brotherhoods must be excellent advertising mediums.

If any one in New York doubts that PRINTERS' INK is read, let him go up to the reading-room of the Cooper Union and examine a copy of the "Little Schoolmaster" after it has been on file a week.

ANY improper advertising done in Chicago will in future have to be confined to the personal columns of the daily newspapers. Under instructions from the mayor, the police of that city recently made a raid on the signboards along the elevated railroad line and tore down a number of indecent patent medicine advertisements, which could be plainly seen by the passengers on the cars.

SOME months ago publicity was given in the columns of PRINTERS' INK to the opinions of a number of prominent general advertisers as to the value and correctness of the American Newspaper Directory. Every one regarded it as an indispensable aid in the conduct of his business. The principal criticism offered was to the effect that the proportion of guaranteed circulation ratings was not as large as could be wished. To this the publishers of the Directory could only admit that the fact was as stated, and that the book can never be made what it should be until a larger proportion of publishers are prepared to render a definite statement concerning the number of copies issued. With the object of ascertaining the opinions of newspaper men on the same subject, the Directory publishers recently wrote to the presidents and executive officers of the nearly one hundred existing press associations, inclosing a copy of the printed rules which guide the editor of the Directory in conducting the annual revision, and asked of each: Is the publication of a newspaper directory an enterprise to be commended, and if so in what way can the present plan of publication be improved?

The result of that inquiry is printed elsewhere in this issue of PRINTERS' INK. Opinions proved to be unanimous that the publication of a directory is desirable. The only change recommended was that circulation ratings should only be stated in cases where a publisher would make it known and swear to its correctness. This would mean that a circulation rating would be accorded to only one paper in six.

THE newspapers in various parts of the United States whose editorial utterances manifest the least amount of sectional feeling usually carry a large amount of general advertising, while the journals which rely entirely on the patronage of local advertisers for their support are invariably local or sectional in their political views.

SOME small daily papers refuse to use plate matter and occasionally a country weekly will not employ the ready-print sheets. Pretty soon a rival starts up who avails himself of these conveniences, and then the older publisher is amazed to learn that his constituents consider his paper the poorer and duller of the two.

The Wheel, a weekly publication of New York City, claims to be the "largest cycling trade journal in the world, and the most profitable one." Just how many copies it prints and sells is, in the opinion of Mr. F. P. Prial, its owner, a matter that concerns nobody but himself. This is a prevailing belief among the publishers of trade journals. An attempt has recently been made to create a fund to cover expenses incident to an appeal to the courts to restrain the publishers of newspaper directories from issuing estimates of circulation in cases where a publisher desires to keep the advertising public in the dark.

THE Bureau of American Republics, which, of course, includes the United States, is sending circulars to advertisers, soliciting patronage for a magazine called the *Monthly Bulletin*. The Bureau has been frequently importuned to accept advertisements, so the circulars assert, and the director, Mr. Clinton Furbish, has therefore appointed Mr. R. Wayne Wilson, of New York, as a sort of special advertising agent. The envelopes in which the circulars are inclosed have no postage stamp affixed, but bear the indorsement:

OFFICIAL BUSINESS.

PENALTY FOR PRIVATE USE, \$300.

It would amaze the American Republics if they could have heard what the occupants of offices 42-43, No. 23 Park Row, New York, the address given, had to say when a representative of PRINTERS' INK called to make inquiries about Mr. Wilson.

It is doubtful whether any public reading-room or reference library in New York is visited by so many distinguished journalists and literary men as is the file-room of the G. P. Rowell Advertising Agency. It is without doubt the most complete collection of current periodical literature to be found in all America.

UNDER instructions from a number of prominent Boston advertisers and advertising agencies, Mr. Amos D. Albee, an expert accountant, recently engaged competent persons to make a canvass of the morning newspaper readers in one thousand street cars centering in that city. His report shows that the *Post* was being read by more women passengers than all the other papers combined; and that of the entire 7,497 papers noted, 3,495 were *Posts*.

SOME one, commenting on the typographical appearance of displayed advertisements in the New York dailies, wondered that among so many none should happen to employ a really expert compositor. Somebody else, overhearing the remark, straightway explained: "There are no better compositors in the world, but they are tied down by the extra charge for display and the consequent practice of leaving the selection of type to a boy in the counting-room. The compositor must follow instructions and really has no opportunity to show what he can do."

BESSIE'S FAITH.

Little Bessie's papa
Is an advertising man
Who talks his business everywhere,
Everywhere he can.

Little Bessie heard him,
Heard him talking ads,
And became a loyal convert
To that theory of her dad's.

And like her good papa,
Believed that anything desired,
Could be had by advertising
When properly inspired.

One day there came a babe,
To fill the house with joy,
A great big bouncing baby,
A ten-pound baby boy.

And when Bessie saw her brother,
As she tip-toed on the mat
And saw the babe, she said, "Mamma,
Did you advertise for that?"

A WISE DECISION.

THE AMERICAN WHIST PACK CO.,
ROCHESTER, N. Y., Sept. 6, 1894.

Editor of PRINTERS' INK:

Will you be good enough to explain to us what there is in the inclosed ad that could in any way be objectionable to the readers of the *Youth's Companion*? The publishers, Messrs. Perry Mason & Co., write us: "We are in receipt of your letter of the 25th inst., and in reply would say that we do not insert advertisements of playing cards in the *Companion*. We are sorry not to accept your advertisement, but have been compelled to refuse similar advertisements from other firms."

This seems strange to us, in view of the fact that whist is now deemed a factor in the mental training of the young. In a recent issue of *Whist* its introduction into the curriculum of the public schools was seriously discussed, both editorially and by correspondents. Whist is played by millions of enlightened and cultured people, including ministers of the Gospel and elders and deacons of the church. Why should the *Youth's Companion* (by inference, at least) brand it as immoral? Very respectfully,

THE AMERICAN WHIST PACK CO.

Do You Play Whist?

Or do you "play at it"? The easiest way to become a good player and learn the American Leads is by means of the Butler system of playing whist with four extra cards in each pack. Indorsed by Trist, Hamilton, Paine, and other leading whist authorities. Ask your dealer, or send for sample pack with full directions; postpaid, 50 cents. AMERICAN WHIST PACK CO., 444 Powers Block, Rochester, N. Y.

Youth's Companion refused to accept your business because they recognize the fact that by a large number of worthy people card games are not regarded with favor. These people may be narrow-minded, prejudiced and all that sort of thing, nevertheless, they are the sort of folks a publisher does not care to offend. It would be pretty hard to give the *Youth's Companion* any points on the successful conduct of a newspaper. —[Ed. PRINTERS' INK.

TEXAS DAILIES.

Mr. J. L. Watson, of the *Houston Post*, speaking of the comparative circulation of daily newspapers in Texas, says:

Isn't it strange how these old fellows, who obtain business chiefly upon prestige, squirm under the flash of light shown by detailed statements?

It was commonly supposed that daily newspaper circulations in Texas figured up into the tens of thousands, until the *Post* prodded the ladder. The true newspaper man and real advertiser alone know the real value of a thousand names and how hard it is to get them. The *Post* is much more proud of its real figures of 8,883 copies for 1893 than it would be of an alleged 25,000.

Displayed Advertisements

30 cents a line: \$100 a page: 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

PRINTING INK—Four Cents Per Pound. WM. JOHNSTON, 10 Spruce St., New York.

STAMPS FOR COLLECTIONS—Send for Data. E. T. PARKER, Bethlehem, Pa.

SWISS People in U. S. (300,000) reached only by one paper. Circulation proved over 15,000. AM. SCHWEIZER ZEITUNG, 116 Fulton St., N. Y.

POSTAL NOTES ABOLISHED. The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples, ALFORD & CO., DETROIT, MICH.

Arthur's and Peterson's. \$100 PER PAGE for both Magazines.

F. E. MORRISON, Adv. Mgr., 500 TEMPLE COURT, N. Y.

MENTION THIS PAPER WHEN YOU WRITE.

WIRE RACKS

For holding Papers, Letter Files, Letter Books, Circulars, Printed Matter, Anything. Clean, Light, Strong, Handsome, Portable. In use all over United States. Send for Catalogue and testimonials.

POPE RACK COMPANY ST. LOUIS, MO.

5000 COPIES OF "Powell's Pocket Rate Book" are required to meet the demand for a handy manual telling all about the advertising rates of the great magazines and newspapers of the country. Elegantly bound in flexible silk cloth at 50c. a copy. G. H. POWELL, Springfield, Mass.

Booklets

seem to be fashionable for advertising purposes. If you want to be in style write us. We attend to

Writing, Illustrating, Printing.

It is important that your printing be gotten up in proper style, having paper, display, etc., harmonize. We guarantee our work to be just what you need. Address

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS, 10 SPRUCE STREET, NEW YORK.

THE Toledo Blade, Toledo, Ohio.

The DAILY BLADE

being the oldest, best and most prominent daily newspaper in Northwestern Ohio, is a favorite advertising medium for large advertisers. Those desiring "preferred positions" should contract soon.

The WEEKLY BLADE

has always over 100,000 circulation, and is one of the few standard mediums reaching the middle classes of every State and Territory of the Union.

For rates in either edition address

THE BLADE, Toledo, Ohio.

N. Y. OFFICE:
33 TRIBUNE BUILDING.

Time Is Coming

soon when you will make your lists for

Fall and Winter Advertising.

You want good returns for money invested. To do this, judgment must be used in making selections of good-paying mediums.

You lack good JUDGMENT and EXPERIENCE if you leave

The National Tribune

off your list.

Have you ever tried it? It's a paying medium, as most general advertisers know. Some have been with us ten years, which is proof of a good thing.

Can we interest you to the extent of an order?

Send your advertisement and let us give you an estimate on it, or send for rate card.

THE NATIONAL TRIBUNE,
Washington, D. C.

Branch Office: 66 World Building.
BYRON ANDREWS, Manager.

NOTHING BETTER THAN

Vickery & Hill List.

An Advertiser Finds It So.

Last week we published a long testimonial from Mr. Frank Finch, Clyde, N. Y. For the benefit of the hurried we repeat in our own words Mr. Finch's experience, covering every season for many years.

**Has kept a record.
Every insertion has
yielded profit.**

This will be your experience if you try us for a little. We will be glad to tell you of other similar cases.

**1,500,000
CIRCULATION PER MONTH.**

Home Office, Augusta, Maine.

C. E. ELLIS, 517 Temple Court,
Special Representative, New York City.

The Art of Buying Well Is the Secret of Business Success

No good business man buys space because it is cheap—if he does not want it—but rather pays a higher price for space that he knows will bring him business. Space in

The Evening Wisconsin

has been proven through a period of 50 years to belong to the class that costs a trifle more, but is worth ten times the money.

THE EVENING WISCONSIN CO.
MILWAUKEE, WIS.

Eastern Branch Office:
10 Spruce Street, New York.
CHARLES H. EDDY, Manager.

WHEELING ~ ~ NEWS.

DAILY, 7,500.
SUNDAY, 8,000.
WEEKLY, 2,500.

The Best Medium for Reaching
Wheeling and Vicinity.

THE NEWS is the progressive
paper of West Virginia.

Uses type-setting machines and
other modern aids in producing a
really first-class paper.

LARGEST CIRCULATION IN W. VA.
TWICE AS LARGE AS ANY OTHER
WHEELING DAILY.

C. E. ELLIS, Manager Foreign Advertising,
517 Temple Court, New York City.

The HOUSEKEEPER,

MINNEAPOLIS, MINN.

PUBLISHED SEMI-MONTHLY.

CIRCULATION,

123,000

Testimonial Number Six.

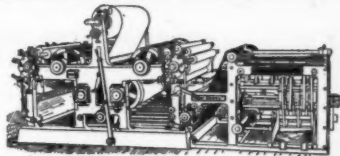
C. E. ELLIS, New York City:
DEAR SIR: You ask me what I think
of the HOUSEKEEPER as an advertising
medium, and I am glad to inform you
that I have had quite an experience with
the paper, and the results have been such
that you can, by examination, find that
my ads have appeared in its columns
nearly every season for the last ten
years, which ought to be sufficient proof
that the medium is a good one, for you
know that I have a way of "knowing"
the papers that pay, and I would not con-
tinue to use a medium if the results were
not what they should be. Very respect-
fully,
FRANK FINCH.
CLYDE, N. Y., Aug. 28, 1894.

PAYS SEEDSMEN.

FOR SAMPLE COPIES AND RATES, APPLY TO
THE PUBLISHERS,

Or to C. E. ELLIS, Special Representative,
517 Temple Court, New York City.

Send for It! Read It!



And **INWARDLY DIGEST** our beautiful "New Model" Web Press Cata-
logue. Then, when in the market for a press, you will feel that you **CANNOT**
afford **NOT** to see our "NEW MODEL" WEB.

CAMPBELL PRINTING PRESS AND MFG. CO.,

334 Dearborn Street, Chicago.

1 Madison Avenue, New York.

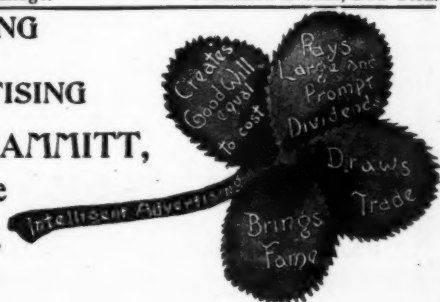
ANYTHING IN ADVERTISING

CHAS. K. HAMMITT,

Two-Thirty-One

BROADWAY,

NEW YORK.



TWO NEWSPAPERS THAT COVER KANSAS AND

PAY DIVIDENDS TO THEIR ADVERTISERS.

The Topeka Daily Capital, The Kansas Weekly Capital AND Farm Journal,

TOPEKA, KANSAS.

TOPEKA, KANSAS.

State Record established.....1859

Commonwealth established.....1869

Capital established.....1879

(CONSOLIDATED 1889.)

The only morning paper published at Topeka.

The largest daily circulation in Kansas.

The leading farm and family newspaper of Kansas.

Reaches 1,000 Post Offices and every county in the State.

Is read by the best class of farmers.

For Advertising Rates, address THE TOPEKA CAPITAL CO., TOPEKA, KANSAS.

ENOUGH IS AS GOOD AS A FEAST. There are enough GOOD REASONS why you should advertise in

THE TROY PRESS.

Why not write and find out?

H. O'R. TUCKER, Troy, N. Y.,

Or HENRY BRIGHT,

11 Tribune Building, New York.

PLACE YOUR ORDERS FOR
ADVERTISING IN THE

Saturday Telegram,

MANCHESTER, N. H.,

To-day, at the Summer Rate of 20c. per Line.

THE WINTER RATE OF 25c. PER
LINE WILL BE IN FORCE AFTER
OCTOBER FIRST.

●

"THE WISE MAN PROFITETH BY ADVICE."

●

PAID
CIRCULATION, 75,000 COPIES.

FOR RATES, ETC., ADDRESS

NEW YORK OFFICE, 517 TEMPLE COURT. C. E. ELLIS, MANAGER.

VOLUME 6 No. 11 (NINTH)
PRICE 25 CENTS PER YEAR

SEPTEMBER 1894

Copyright, 1894, by The Gannett & Morse Concern.

PUBLISHED BY
THE GANNETT & MORSE CONCERN
AUGUSTA MAINE

\$5 A LINE BUT IT PAYS.

That's Comfort.

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office, Augusta, Me. Boston, John Hancock Building. New York, Tribune Building. Lewis A. Leonard, Representative.

Fourteen Issues of Printers' Ink

FREE TO ANY RESPONSIBLE ADVERTISER.

An Advertisement to appear in Printers'
Ink for the Year 1895

WILL BE INSERTED IN ALL REMAINING
ISSUES OF 1894

(AND PRINTERS' INK YEAR BOOK)

WITHOUT CHARGE.

TROUBLE WILL BEGIN WITH THE NEW YEAR.

ADDRESS

PRINTERS' INK, 10 Spruce St., New York.

Sept. 19th, 1894.

Dayton, Ohio,

with nearly **80,000** population, is in all respects a model city. It is located in the Great Miami Valley—one of the richest and most fertile sections in all prosperous Ohio.

Morning Times

has been published successfully for forty-six years. During this entire time it has enjoyed to a marked degree the confidence of Dayton's citizens.

4,500 is the Daily Circulation.

Evening News

with **9,500 Daily Circulation,**

is **THE** leading evening paper of that section. Its *brightness, cleanness and reliability* make it a welcome visitor in the home circle. 8 pages daily. 12 pages Saturday.

The Weekly Times-News.

4,500 each issue.

Established 1808. 16 pages weekly. Is indispensable to advertisers who desire to reach the out-of-town buyers. Address the home office or

H. D. La COSTE, 38 Park Row, New York.

ST. LOUIS CHRONICLE

Has the largest daily circulation of any Missouri newspaper.

ST. LOUIS CHRONICLE

Indorsed by leading advertisers.

ST. LOUIS CHRONICLE

Has a larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

ST. LOUIS CHRONICLE

Daily circulation 80,000.

ST. LOUIS CHRONICLE

Daily circulation 80,000.

ST. LOUIS CHRONICLE

Has a larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

ST. LOUIS CHRONICLE

The paper read by the masses.

ST. LOUIS CHRONICLE

Will create a demand for and increase the sale of your goods.

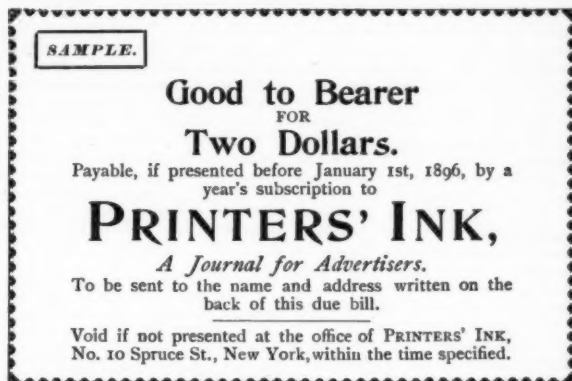
HAVE YOU GOT IT ON YOUR LIST?

E. T. PERRY,

MANAGER FOREIGN ADVERTISING DEPARTMENT.

53 TRIBUNE BUILDING, NEW YORK.

A newspaper publisher who desires to obtain a specified number of due bills like this,



may have as many as can be agreed upon, and pay for them by inserting an advertisement in his own paper.

It will pay every publisher to see to it that his advertising patrons are regular readers of PRINTERS' INK. It makes them more intelligent, and consequently more liberal advertisers.

If interested, please address

PRINTERS' INK,

10 SPRUCE ST., NEW YORK.

Every subscriber to PRINTERS' INK will receive a copy of Printers' Ink Year Book free. To non-subscribers the price will be One Dollar. A PRINTERS' INK Coupon will be accepted in payment for two copies of the Year Book.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

There is one feature of retail advertising which I have not mentioned in this department. I mean the employment of window cards and show cards in different parts of the store.

In large department stores there is generally a little room stuck away somewhere, in which the ticket writer does his work. He is generally kept pretty busy. Whenever there is a special sale, large cards are written to hang up in the various departments. If there is some particular thing on the bargain table, a description of it and the price is put on the card and hung over the table. The goods displayed in the window are ticketed with the price, and possibly a few words of description, or of other advertising matter.

The cards may be of any size or style that is desired, but in all cases they should be perfectly plain. A great many houses use plain black ink on white cardboard.

A better style, I think, is secured by using a little bit of red. The name of the article, or the price, or both, might be written in red, and the rest of the matter in black. Of course the color of the goods on which the card is placed would have something to do with determining the color of cards and ink.

In the case of stores not large enough to employ a special ticket writer, there should be an arrangement made with some local sign painter to do this work. The cost will be merely nominal, and the effect will most surely be good.

The internal workings of a store ought to be in harmony with the advertising. I have seen special sales advertised in spread-eagle style, and have found the store going along just as if nothing unusual were happening.

There ought to be just as much enthusiasm in the store as there is in the advertisement. It will make all the difference in the world in the results. The use of show cards in connection with the goods advertised is a step in

this direction. It not only catches the customer who has read the advertisement, but it often catches the eye of the casual visitor who has not seen the advertisement. I believe that it helps to impress on the minds of the clerks that there is a sale going on. Very frequently they do not seem to know anything about it, and one who has read the advertisement has to do considerable pumping before he can get the desired information from the salesman.

* *

Mr. Willis B. Hawkins, the editor of that excellent paper for advertisers called *Brains*, said to me a short time ago: "The man who sets himself up as an expert in advertising, and as a critic of advertisements, lays himself open every day to the embarrassment occasioned by the receipt of some incontrovertible answer to his criticism. For instance, you say that an ad is irremediably bad, and its author writes in and says that it may be very bad but it sold a whole lot of goods."

While this view of the matter undoubtedly looks right at first blush, it really is not. It is easy enough for the critic to disconcert the advertiser by saying: "Well, the ad would have sold *more* goods if it had been written in the way I say it should have been."

That, however, is not the point I wish to make, but rather the one which is demonstrated in the following letter:

RED BANK, N. J., Aug. 28, 1894.

Mr. C. A. Bates:

SIR—As you have been kind enough to commend some of our efforts at ad writing, let us say that that we have been guided to any skill we may have acquired, a great deal more from reading what you write, than from any other source. And it hasn't cost a cent.

We don't always agree with your observations, nor always take your advice; but you have a way of saying your say which awakens ideas, and ideas sells pianos.

Respectfully,

CURTIS & FRENCH.

A good honest criticism is sure to be valuable, even though it may be wrong. It will at least make the one criticized

think more of the subject in question, and if his ideas are good, it will confirm them, which is surely an advantage in so uncertain a matter as advertising.

A criticism at least shows how one outsider looks at the advertisement, and if he saw certain things in it, it is very sure that other people in greater or less numbers will see these same things, because we are not so very different after all.

In criticizing advertisements sent to me, I say what I think about them at the time, as plainly as I can. The author of the criticized matter, and the other readers of PRINTERS' INK, must use their own judgment in weighing and accepting my opinions. They are not given as infallibilities, but merely with the hope that they will be suggestive, and as Mr. French says, "awaken ideas."

I have from the Katharmon Chemical Co., of St. Louis, a very clever example of local advertising. The company put up a proprietary medicine which they call "Hagee's Cordial of Cod Liver Oil." The little book they send me is in the shape of a small autograph album, about three inches by six inches. It is nicely printed on good paper, with a stiff cardboard cover. On the first page of it is the title, "Autographs of the Leading Physicians of St. Louis." On the first page inside the book is a little talk about the Cordial, the price, etc. Following that are testimonials from fifty-three physicians, the testimonial being printed in type above the reproduction of each one's autograph, the address in each case being given.

I do not believe anybody could look through this little book and not have a better opinion of Hagee's Cordial than he had before. I have no doubt that a great many people would look through it to see if their particular physician was represented. Altogether, it is one of the best things I have seen this year. The same idea could doubtless be used in a great many ways.

Mr. Chas. F. Jones is an advertisement writer and a good one. His advertisements must bring business, or he would not be employed as advertising manager for two of Louisville's leading houses.

He turns out for them a great many

good ideas and well written ads. He is particularly strong on display, and while the display itself is excellent, it offers opportunity for adverse criticism. The point is simply this: that for the amount of money it costs to indulge in big type, I do not believe the returns can be adequate. The Louisville papers are very black in their advertising pages. Each advertiser seems to try to get bigger and blacker type and cuts than every other advertiser.

This being the case, the man who used light face type, and not very much display, would really get the best display. Mr. Jones' advertisements are generally big enough to command attention merely from their size. It would not be necessary to use big type in them. I would rather put in more items or more talk or cut down the space.

The importance of attracting attention to an advertisement is, I think, greatly overrated. A great many people place this feature of the ad first, whereas it seems to me it should come last. The first thing to do is to find something good to say, and then say it in a plain, entertaining, convincing way. After that is done, look out for the display.

A great many seem to think that catching the reader's eye and getting his attention is the most that an advertisement can do, and that when it has done this, there is nothing more to be desired.

This is undoubtedly true in some cases, but never, I think, in retail advertising. Of course, if an ad doesn't attract attention, it will not be read, and therefore will be useless, but any ad in any newspaper will be sure to get some readers, whether it is displayed or not, and I would rather take my chance of convincing a few than of merely attracting a great many without telling them anything, or convincing them of anything in particular.

A retail advertisement has two missions, the first of which really carries the other one with it without any additional effort. The ad should be designed with the idea of selling something immediately. While it is doing this, it will have the same cumulative effect that would come from an ad designed solely for this latter purpose. Good display is a good thing, but think of it last. What is the use of displaying an ad that does not advertise?

HALE BROS.
(Incorporated.)
SAN FRANCISCO, September 4, 1894.

Mr. Chas. Austin Bates,
Care PRINTERS' INK, New York City.

DEAR SIR—Accepting the invitation given in PRINTERS' INK, I send copies of our "ads" for three consecutive Sundays for both "criticism" and "suggestion." The position was outside page of the leading and most expensive advertising medium on the Pacific Coast—the *Examiner*. The drawings designed to catch the eye, and particularly women's eyes, were made by the writer. I try to avoid long-winded descriptions and yet give as perfect an idea of the goods we offer as possible. A wee bit of the general news of the store, an outline of our plans for the coming week, and fifty or sixty selected items with prices; that's all. An intentional misrepresentation never creeps into our conversation with the public through the medium of the press, nor is the slightest deviation from the truth tolerated in our salespeople. In a brief communication, such as this must be, I could not begin to tell you all of the influences brought to bear upon me in preparing the three "ads" submitted to you, and in fact any "ads" that I have to prepare; but I have perhaps given you hints enough to convince you that each one is a careful study. As to the results of these three one-half pages: the largest crowds of buyers we have ever had except in one instance, the day before Christmas, 1893. I would that the gift were gie us, to see ourselves, etc., and then I would not have to trouble you to point out to me the faults which undoubtedly exist in these compositions. Very truly yours,

W. E. JOSLYN,
Adv. Mgr. Hale Bros., Incorp.

When a man says that an advertisement crowds his store, there is not much left for the critic to say. As a matter of fact, the ads of Hale Bros. come very near to my own idea of perfect advertising.

They have used more space than was necessary. Just as effective an advertisement could have been put into two-thirds of the space, but when I have said that, the only possible criticism has been made.

In a department store, or for that matter, in almost any kind of a store, the quickest and best returns can be had by mentioning a number of items and the prices. A department store, of course, differs from the store handling only one line, but only in the fact that it is really a group of small stores, each one of which is advertised under the proper heading in a general ad. It is the same as if several small dealers on a certain block were to pool their issues and buy a half page to advertise that block. In such a case, each one ought to pick out one particular line of goods in his particular line, and if possible give three or four items and prices. A druggist, for instance, may make all of his advertise-

ment about soap, but he can give prices on several kinds of soap. For example, here is a drug ad, which handles a single subject, and in a very nice way brings in several prices:

WE WANT YOU

to come to our store LOOKING PLEASANT sometimes. We have so much to sell besides quinine, and all those bitter things; we don't want you to think we are happy only when you are sick. Of course, if you must be ill, we always want to put up your prescription, but we have a thousand and one things that you need besides medicine. Just now we have some particularly fine bathing accessories. Rubber and bristle bath brushes from \$1 to \$1.50; bath mitts 50 and 75c.; elegant bath towels from 35c. to \$1.50. They will last you for years and you take solid comfort every time you use them. Then every one must have perfume and toilet waters. We have all kinds and at all prices.

C. G. HUNTLEY,
Prescription Druggist,
Oregon City, Oregon.

For a Harness Maker—(By Philip Hamlin).

FLIES ARE DOING WELL

This summer just because a great many people think it's economy to let their horses go without nets. That's a mistake.

Treat Your Horse Like a Man!

He'll do better work, be less nervous and require less feed when protected from insects. It's near the end of the season just when flies bite hardest and stick tightest. Nets are cheapest now—not at cost, but with mighty small profit—some at 30 cents, some at \$5, and all prices between.

For Clothing—(By F. N. Cook).

PERSONAL

The lady occupying the seat back of "H" 8, orchestra chair at the Opera House last night, is respectfully informed that the party who made the overcoat she admired so much hanging over my chair was

HOUGHTON, the Tailor.

For Hardware—(By E. French).

AN AXE TO GRIND

- + Is what can be had anywhere. We
- + have them at 32 cents. But those we
- + recommend especially are 90 cents, and
- + are mighty good ones. They are emphatically

AXES TO CUT,

- + and require very little grinding; and
- + while talking of sha p tools, a word about

KNIVES,

- + Nail knives, corn knives, pruning knives;
- + corkscrew, gimlet, fruit knives, and
- + other kinds. They were various higher
- + prices, but have been kept too long and
- + have lost their fresh looks. Your choice
- + at

28 Cents.

CUTLERY & HARDWARE, Boulevard Avenue.

For Any Business—(By Geo. E. Marcellus).

Cool as a Cucumber.



No Matter How Hot the Weather Is,

The cucumber is always one degree cooler than the surrounding air. Singular, isn't it?

No matter what is offered elsewhere, the buyer at Larkin's always finds that he has done a little better, either in prices or quality, than he could at any other store. Larkin has been in business longer than any other exclusive shoe dealer in town. Experience counts. This isn't singular, is it?

For Shoes—(By E. French).

Keeps Them

FRESH AND BRIGHT

That mellow tan polish is just the nicest thing possible to have always handy for tan shoes. Keeps the leather pliable and glossy; is easy to apply, and a 25 cent bottle lasts a season.

Don't wear tan shoes? You cannot, then, have seen those of ours bearing the "T. B." stamp. They are cooler and easier than any we know, and certainly could not have been made in prettier designs. Their maker—who makes ladies' shoes only—has surely the knack of doing it well. \$2, \$2.50 and \$3.

E. B. TANNER,

Boots and Shoes.

For a Grocer—(By Philip Hamlin).

Can You Tell By Thumping

A watermelon, whether it's ripe or not? Mighty few people can, but lots of folks come to us for their melons, 'cause they know we know.

We make mighty few mistakes—when we do we'll make it right—give you a watermelon every day till you're satisfied. Isn't that square dealing? Or your money back, if you prefer—always that privilege when buying of

HALSEY & MATEER,

"On the Corner."

For Hats—(By R. L. Curran).

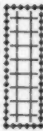
This Ad Is Meant to Subtract.



From the number of hats in our store. We have unusually fine fall styles you won't find elsewhere. We are asking a good price for them, but we know what we are giving.

For Men's Furnishings—(By E. French).

Where Do You Buy Diamonds?



Not of the milliner, nor of the fancy goods man—though both may keep a few. Neither is likely to have the special judgment and experience to enable him to buy to best advantage; nor the volume of trade to enable him to have a large stock to select from when you want a fine stone for a third finger, left hand. Same is true of

Haberdashery.

The experience I have had in buying neckties (for example) has taught me just what people want most, where to find bargains among the wholesalers, and all the ins and outs of the manufacturers—and this accounts for the pretty all-silk Windsors at 33 cents.

Where Do You Buy Neckties?

THOS. BUCKLE, 3 Oak Ave.

For a Druggist—(By E. French).

EVER HAVE



THE STOMAKAKE?

Makes you double up as if a base-ball struck your dinner-basket. I used to be so afflicted. Determined to reform. Experimented on myself with various mixtures (I know drugs) until my

PAIN PREPARATION

resulted. It's a dead shot. One pain, one dose. And if you get in the dose a little ahead of the pain, the pain stops before it starts. I know, because I've tried it many times. Large bottle, 25c.

BROWNE, : : Pharmacist.

For Dry Goods—(By E. French).

REMNANTS

What woman does not like remnants? They are so pretty and require so little money.

This time it is surahs of many grades and prices. Bright scarlet, brilliant enough to be almost heard as well as seen; pale pinks, deep oranges—to a most lovely shade of pale yellow; a particularly attractive lot of—but there are too many, and they are much too easy to write about.

Of some there is but half a yard, and the largest piece is nine yards.

Prices....cents to... cents.

JONES,

Dry Goods.

ALL THE
NEWS

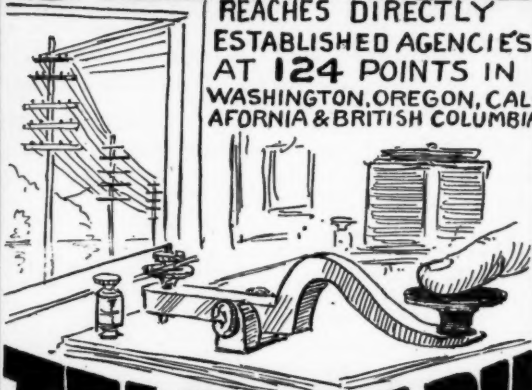
TO ADVERTISERS!

STRIKING
ADVERS.

TO THE SITUATION.

THE SEATTLE

REACHES DIRECTLY
ESTABLISHED AGENCIES
AT 124 POINTS IN
WASHINGTON, OREGON, CAL-
IFORNIA & BRITISH COLUMBIA



TELEGRAPH

"HAS WON A DISTINCT PLACE FOR ITSELF."
A PROSPEROUS FUTURE AHEAD OF IT.

*CIRCULATION-EVERY ISSUE 1893
DAILY....8,031-WEEKLY..8,096.

'SOLE



AGENT

BRIGHT
IDEAS.**S. C. BECKWITH**

FOREIGN

NEW YORK
TRIBUNE CO.

ADVTG.

CRISP
SAYINGS

THE
C.
N.
U.
PAPERS
ARE
READ
BY
JUST
THE
VERY
PEOPLE
YOU
WISH
TO
REACH.

The reason we have to advertise is that up to now not *all* the advertisers of the United States have decided to use our publications.

This is a pity, for it would save us expense and make them richer if they did.

What we wish is simply to enter into a mutually profitable arrangement with you, by which we shall both gain money; you from our readers, we from you—you the most, if you have what the public want.

We set up the advertisement, illustrate it, prepare cuts, submit proofs and make electrotype. All that is wanted from you is one order.

Our 1400 papers cover the most prosperous agricultural community in America.

Special rates for September and October. Catalogue gives further important facts.

CHICAGO NEWSPAPER UNION,
87 to 93 South Jefferson Street,
CHICAGO.

NEW YORK: 10 Spruce Street.



**3 Strong
Points !!!**

POSSESSED BY



**A Good Class of Readers,
A Large Paid Circulation,
A Very Low Rate.**

If these points strike you, write for an estimate to
S. H. MOORE & CO., PUBLISHERS, NEW YORK.



WHY I BOUGHT A CONTROLLING INTEREST IN THE SILVER CROSS.

A. H. Page.

There was brought to my attention last fall, with a view to my acquiring an interest in the property, the *Silver Cross*, the magazine of the Society of the King's Daughters.

Having no previous knowledge of the property or its constituency, my investigation was from the bottom up. Here was a handsome, high-class publication, of large circulation and established reputation, which was the sole organ of a society of nearly 400,000 registered members, having branches or circles in over 10,000 cities and towns throughout the United States, managed by such notable women as Mrs. Margaret Bottome, Mrs. Mary Lowe Dickinson, Mrs. I. Davis, Mrs. Seth Low, Mrs. Lyman Abbott, etc., an organization which last year built, maintained or largely contributed to over 300 churches, hospitals and orphan asylums, and in addition raised over \$60,000 for special work.

I found that these 400,000, while recruited from various classes, were active, energetic, enthusiastic women, many of whom were wage earners, many housekeepers of moderate means, and many again women of large wealth anxious to help along so good a work, all of highest character, of independent means and of high purchasing power.

I found that this magazine was being taken by the leading members of all of those circles or branches of King's Daughters, and was so circulated among the others that the number of careful readers which each copy of the magazine had was undoubtedly greater than that of any other publication in the country. These facts, it seemed to me, made it a magazine of extraordinary value for advertisers. The field

occupied by it is distinctly its own. In no other publication can be found the official utterances of its various officers, and the *Silver Cross* stands for the King's Daughters exactly as the *Congressional Record* does for the House of Representatives. For eight years it has been the recognized mouthpiece of the society, and is edited by their general secretary, Mrs. Mary Lowe Dickinson.

The King's Daughters has a list of 400,000 registered members, which is growing at the rate of three to four thousand a month, and the *Silver Cross* goes to every one of them this year, taking three States a month, in addition to its regular circulation. I know no other field offering so much to the advertiser as that reached by the *Silver Cross*.

Many large advertisers have realized the value of this field in the past and have vainly tried to buy a copy of our membership list. They are now taking advantage of the fact that we are sending the *Silver Cross* to every member of the order this year to cover this field at a trifling expense.

Among those who have given us orders within the last sixty days may be mentioned Cleveland Baking Powder Co., Royal Baking Powder Co., Beecham's Pills, Allcock's Porous Plasters, Packer's Tar Soap, Arnold, Constable & Co., James McCreery & Co., Best & Co., Pope Manufacturing Co., Warner Bros., Ferris Hams, Jas. McCutcheon, Ferris Corsets, New England Conservatory of Music, Metropolitan College of Music, Cincinnati College of Music, Stephen F. Whitman & Co., W. A. Burpee, Richardson & Robbins, G. B. Callman, Demarest Sewing Machine Co., Alfred Dolge, Wilcox & White Organ Co., G. A. Scott, Baker's Chocolate, E. W. Hoyt & Co., A. Passarge, J. & R. Lamb, E. F. Dutton, Thos. Nelson, Jas. Potts, Houghton, Mifflin & Co., Roberts Bros., International News Co., Art Amateur, Dempsey & Carroll, Meriden Britannia Co., Erigo Pianos, Delarte Corset Co., Merwin, Hulbert & Co., Fongera, Christy Knife, Electrotype, Bon Ami, J. F. Ingalls, R. H. Ingersoll, New York & London Electric Association, Fiske's Fountains, etc.

Possibly these orders are the best answer to the question, "Why I bought the *Silver Cross*?"

THE Pittsburgh Post

OCCUPIES A UNIQUE POSITION.

Of the SEVEN English Daily Papers published in Pittsburgh,

THE POST ALONE IS DEMOCRATIC IN POLITICS.
The other SIX papers are Republican. Keep
this fact before you when making up lists for fall advertising, for the Great
Pittsburgh Region cannot be covered without using **THE PITTSBURGH POST**.

Detailed Statement of Circulation,

MONTH ENDING AUG. 31, 1894.

DATE. DAILY EDITION.

Aug. 1...	38,656
" 2.....	39,160
" 3.....	39,730
" 4.....	39,368
" 5.....	38,906
" 6.....	38,464
" 7.....	39,200
" 8.....	39,176
" 9.....	40,368
" 10.....	38,982
" 11.....	43,672
" 12.....	38,154
" 13.....	38,800
" 14.....	38,944
" 15.....	39,814
" 16.....	38,150
" 17.....	40,746
" 18.....	43,490
" 19.....	39,484
" 20.....	41,518
" 21.....	41,338
" 22.....	41,496
" 23.....	38,562
" 24.....	42,160
" 25.....	42,668
" 26.....	46,422
" 27.....	42,662
" 28.....	
" 29.....	
" 30.....	
" 31.....	

Total1,088,050

SUNDAY EDITION.

Aug., 1st week.....	24,162
" 2d ".....	24,922
" 3d ".....	23,904
" 4th ".....	23,960

Total.....96,948

SEMI-WEEKLY EDITION

July, 1st week }.....	19,480
" 2d " }.....	19,464
" 3d " }.....	19,514
" 4th " }.....	19,574
" 5th " }.....	19,478
" 6th " }.....	19,474
" 7th " }.....	19,494
" 8th " }.....	19,470
" 9th " }.....	19,336

Total.....175,716

AVERAGE.

Daily.....	40,297
Sunday	24,237
Semi-Weekly.....	19,175

THE TONNAGE OF PITTSBURGH

is greater than the tonnage of New York.

WHY? BECAUSE IT IS THE CENTER OF THE VAST IRON,
Coal and Glass Industry, and the key to the navigation
system of the great interior.

THE POST IS THE FAVORITE PAPER HERE BECAUSE
it is known to be thorough and reliable in its news
service and contains the most accurate information on commercial and financial
affairs.

New York Office: 85 Tribune Building,
N. M. SHEFFIELD, Agent.

The Leading Newspaper of Pittsburgh.

The Daily Sales
of the

2 PITTSBURGH
CHRONICLE
TELEGRAPH

for the first Six Months
of this year averaged . .

46,570 COPIES.

ooo

The "Chronicle Telegraph"
is the old home paper of
Western Pennsylvania.

ooo

C. J. BILLSON,
86 & 87 Tribune Building,
New York.

Colorado Is Not Dead.

Colorado is not sleeping, but is **ALIVE** and awake. Nowhere in the Great West is there more activity than in Denver and Colorado.

The Denver Times-Sun

Stands first and foremost as the leading daily newspaper of the Rocky Mountain Region. Its circulation is fifty per cent larger than any other Colorado newspaper. It covers the State and Section thoroughly.

The Colorado Weekly Sun

Is the only big weekly between the Missouri River and the Coast. It circulates in every State and Territory in the Union.

If You Want To Reach

The people of the West **THOROUGHLY**, economically and judiciously, you should use these two papers. Daily circulation **32,000** and Weekly **30,000**. Rates on application. Address

THE DENVER TIMES-SUN,

DENVER, COLO.

That's Why.

THE NEWS is the oldest paper published in
the Rocky Mountain country.

= THE =

Rocky Mountain News

Has a greater circulation than that of any
other paper between St. Louis and San
Francisco—Daily, 23,000; Sunday, 30,000.

PAYS ADVERTISERS

Best, because it has the confidence of its
readers, but—

IT DON'T CUT RATES.



THE ROCKY MOUNTAIN NEWS,
DENVER, COL.

OR
HENRY BRIGHT,
TRIBUNE BUILDING, NEW YORK.

Weekly
Louisville Courier-Journal
200,000 Copies
and no extra charge for advertising.

**YOU OUGHT TO
 KNOW THIS!**

That once a month commencing with September
 24th, 1894, the Louisville Courier-Journal (Weekly)
 will issue

200,000 Copies

O O O O

This is **55,000** in addition to its regular subscription list of
145,000. These large special editions will be issued as follows:

September 24, 1894,	200,000
October 29, 1894,	200,000
November 26, 1894,	200,000
December 31, 1894,	200,000
January 28, 1895,	200,000
February 25, 1895,	200,000

And no advance in rates to advertisers.

The Louisville Courier-Journal

Is the leading newspaper in the
 Great South-West. It is a high-class family newspaper of
 acknowledged authority and standing, and which is read
 through and through every week. So generally is this
 recognized, that no shop, no store, no home in the South-
 West will be without it. No journal in America covers a
 richer field, and covers it more thoroughly, than the
 Courier-Journal.

Advertisements for these Special Editions should be
 sent in one week in advance of the dates of issue.

Rates, 75 cents per agate line.

No extra charge for these 200,000 Editions.

A. FRANK RICHARDSON,

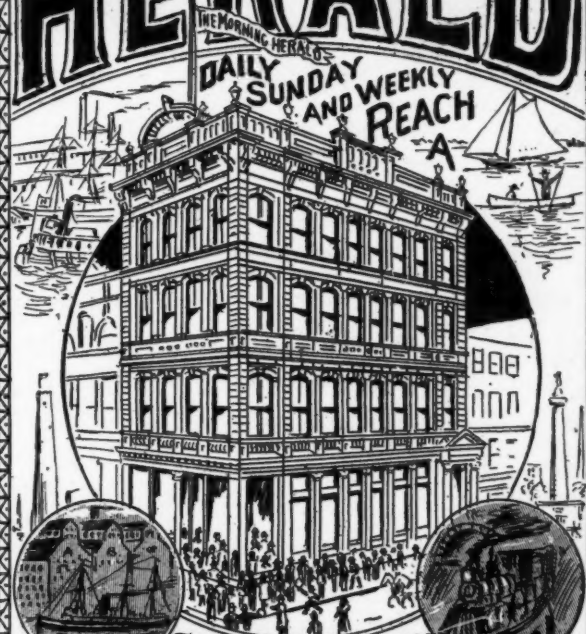
EASTERN AGENT,

TRIBUNE BUILDING,
 NEW YORK.

CHICAGO OFFICE:
 317 CHAMBER OF COMMERCE.

THE BALTIMORE
MORNING
HERALD

DAILY SUNDAY AND WEEKLY REACH A



GREATER NUMBER OF
HOMES AND AGRICULTURAL, MANUFACTURING AND
MERCANTILE BUSINESS THAN ANY OTHER PAPERS IN THE
UNITED STATES.

SOLE AGENT
S. C. BECKWITH
FOREIGN ADVERTISING

ONE CENT

ONE CENT



TWO HEADS

Are better than one in this thing of advertising. The man who has something to sell and wants to advertise errs when he "goes it alone." The manifestly wise way is to consult a reputable advertising agency. We have been in the advertising business since 1865. During all those years we have learned a great deal about the art of advertising. We charge nothing for this valuable knowledge, and invite anybody who wants to advertise to write us or visit us. Our purpose has always been to place advertisements so judiciously that nobody could have done better.

The Geo. P. Rowell Advertising Co.,

NEWSPAPER
AND MAGAZINE ADVERTISING,
10 SPRUCE STREET, NEW YORK.